

ANZ \$9.99

Business exclusive

AUGUST 2025
ISSUE VOL. 17

Terry
Hawkins

**You Don't
Have a
Business**
Until You
Have a
Customer



Bx
Growing
businesses™
xponentially

2025 FINALIST EDITION
Business xCellece Awards



Nobody buys bruised fruit. Even if it's perfectly fine inside.

Perception matters.

People judge you in **seconds**, by your **logo**, your **messaging**, your **website**.
If any of it looks bruised, dated, or inconsistent, they will pick someone else
and you will lose the sale. The worst part? You won't even know why.



That's where the **Small Business Big Boost** comes in.
If your brand looks like bruised fruit...
Don't expect anyone to bite.

We fix that. Properly...

beinc





Message from **Matt Alderton**

Dear Readers,

Welcome to the **2025 Finalist Edition** of *Business xClusive*.

This issue holds special significance – it shines a spotlight on the remarkable businesses and leaders who have earned their place as finalists in the **Bx Business xCellece Awards 2025**. Each finalist represents not just hard work and innovation, but also the spirit of community, collaboration, and resilience that defines small business success today.

Over the past year, Bx has grown xponentially from buzzing breakfast meetings in Australia to vibrant business connections in Dubai, Canada, the USA, and beyond. Our reach may be global, but our heartbeat remains local. Wherever we gather, from Sydney to San Antonio to Dubai, the power of real relationships continues to transform businesses and lives.

This edition brings together stories that remind us why we do what we do. You'll meet inspiring leaders from within our Bx team, like Kelley Seaton, who brings colour and connection to every meeting, and Krish Ravipati, whose passion and purpose are as powerful as his entrepreneurial drive. You'll also discover fresh insights on AI, networking, and the emerging strategies reshaping how businesses grow – from mastering your elevator pitch to understanding the shift from SEO to GEO.

I'm especially proud that this edition also features an article by **Terry Hawkins** – not only one of the world's leading voices in sales and business transformation, but also one of my very best friends in life. Her piece, "You Don't Have a Busi-

ness Until You Have a Customer," is a powerful reminder of the fundamentals we all need to keep front of mind, no matter how big we grow.

Most importantly, this magazine celebrates **you – our members, finalists, and community**. The Bx network is not just about xchanging referrals; it's about building momentum, creating opportunities, and lifting each other higher. The finalists featured here are proof that when passion meets purpose, results follow.

As we look ahead, our mission remains clear: to help businesses grow **xponentially** by providing the platforms, the education, and the community to make it possible. Whether through our networking events, our global xpansion, or the xtraordinary businesses recognised in these awards, one thing is certain – **the future is bright for those who connect, collaborate, and commit to xcellence**.

Congratulations once again to all our 2025 finalists. We are proud to celebrate you in this edition, and we look forward to seeing the impact you will continue to make in the years ahead.

To your success,

Matt Alderton
Founder & CEO, Bx

Jodie Cole
COACHING

Ready to Renovate your Business?

Unlock Growth Potential with Comprehensive Business Coaching Services!



Leadership Development & Training



Strategic Business Planning



Coaching & Mentoring CEO & Staff

ADS



With
Jodie
Cole

Working with Jodie has been a game changer! She brings a deep understanding of business structure with a professional and supportive approach. She breaks everything down into manageable, bite-sized pieces, making the process of renovating my business clear, achievable, and even enjoyable.

Brad Pritchard - Response Building Group

Contact us now:



Phone Number
0403 301 664



Website
www.jodiecolecoaching.com.au



PROUD 2025
FINALIST



TABLE OF CONTENTS

5	Table of Contents
7	Meet the Bx Team Kelly Seaton
9	Meet the Bx Team Krish Ravipati
13	Top 5 AI Apps of 2025
17	Bx Goes Global: Spotlight on Dubai
27	What is GEO and Why It's Changing the SEO Game
30	BxA 2025 Finalists
41	Nail Your Elevator Pitch Like a Pro
46	10x Speed Networking The Connections & The Energy
66	You Don't Have a Business Until You Have a Customer



~~\$249~~
\$179
Exclusive price for
Bx Members



50+ Tools and
techniques to
skyrocket your
confidence &
your sales!

S.E.L.L

A power packed program
to sell your way to a
successful life!

S.E.L.L is a 3.5+ hour **AUDIO** Online Program,
which includes a **40+ page Comprehensive
Workbook, exercises, online quizzes, and
sales projects** to get your sales skyrocketing!

SECURE the Client

SECURING Clients is all about being proactive. What you do today will be evident in the following months. Today's results are just **FEEDBACK** on what you have or have not done in the months prior. Just as we can harvest a field where the seeds have been sown, nurtured and cared for, we can also reap the sales benefits of effectively **SECURING** the Client!

ENGAGE the Client

The 12 strategies we cover will help you to build a powerful circle of trust around your client/customer/recruit. People listen to people they trust. If you always place your customers' needs at the forefront of your attention and intention, you will create long-lasting, meaningful and prosperous relationships with your clients.

LAUNCH the Product

Create the impact you want! Know your product, organise your information and handle any concerns the client, customer, or recruit may have, and you will **LAUNCH** your **PRODUCT** in a powerful and confident manner!

LEVERAGE Opportunities

Turning **ONE** into **MANY**! Create **MORE** from what you have ... **LEVERAGING** opportunities from what you have is a lot easier than most people think, and without investing a great deal. The only difference between average salespeople and **GREAT** salespeople is their development.

For more information please contact: samantha@terryhawkins.com

EMPOWERING TOMORROW'S INNOVATORS

A global leader in professional training and certification, specializing in AI, Cloud Computing, Cybersecurity, Risk Management, and Digital Transformation.

CORE OFFERINGS



ARTIFICIAL INTELLIGENCE

ISO/IEC 42001 (AIMS), Predictive AI, Generative AI, AI Governance.



CYBERSECURITY MANAGEMENT

Cybersecurity Specialist, NIST, SOC2, ACSC Essential 8



INFORMATION SECURITY

ISO/IEC 27001 (ISMS)



PRIVACY AND DATA PROTECTION

ISO/IEC 27701 (PIMS), GDPR, NIS Directive, Australian Privacy Act



CONTINUITY, RESILIENCE, & RECOVERY

ISO 22301 (BCMS)



IT & DATA SCIENCES

Data Science, DevOps, Big Data, Blockchain, Digital Transformation

OUR IMPACT

- 500+ Delegates Trained
- 200+ Courses Delivered
- 12,000+ Training Hours
- 40+ Countries



GOVERNANCE, RISK, & COMPLIANCE

ISO 31000 Risk Management, COBIT, ITIL, ISO/IEC 38500



QUALITY, HEALTH, SAFETY, & SUSTAINABILITY

ISO 9001 (QMS), ISO/IEC 20000 (ITSMS), ISO 14001, ISO 45001



CLOUD COMPUTING

Cloud Governance, Security, Computing & AI Essentials

Why Choose NEXTGEN

We offer globally accredited training led by experienced experts, combining quality education with flexible, accessible learning for all.



CONTACT DETAILS

 www.nextgenknowledge.ai

 letstalk@nextgenknowledge.ai

 +61 421 348 458

SCAN FOR
MORE INFO



Meet the Bx Team

Kelley Seaton

Leading with Heart,
Coloured Chalk,
and a Whole
Lot of Connection



If you've ever walked into a Bx meeting on the Central Coast, chances are you were greeted by a warm smile and boundless energy that made you feel instantly welcome. That smile belongs to Kelley Seaton, Bx Regional Leader for the Central Coast - a woman whose leadership is as genuine as it is uplifting.

With her trademark bubbly personality, Kelley has helped create more than just a business network - she's fostered a thriving community.

We caught up with Kelley to hear what drives her passion for connecting people, leading with purpose, and making a difference.

What do you love most about being part of the Bx Team and leading your meetings?

There's something truly special about being in a room full of people who genuinely want to help each other succeed. That's what I love most. Our local community comes together face-to-face every fortnight, and every time we meet, there's this incredible energy - the kind that comes from real connection.

I get to collaborate with amazing business owners, support them, share ideas, and help shape their journeys. And then I get to watch them.

What inspires you to show up, lead, and keep creating space for other business owners?

The people, hands down. Whether in person or online, we're surrounded by some pretty amazing individuals in the Bx community. I lead because I love bringing people together. It's what I do best. My leadership style is authentic and positive - and when you're working in your flow, it just feels natural. It makes for meetings that are not only productive but also fun and full of energy. I love seeing people grow in confidence, find their voice, and walk away with a renewed sense of purpose that flows into their business.

Have you got a memorable or funny story from your time as a Bx Leader?

Oh yes - the day that tech gave up! I was presenting an xCite on productivity, and my Canva presentation simply refused to connect to the

projector. Total tech fail. But instead of letting it throw me off, I went old school - pulled out a mini blackboard and some coloured chalk, like I was about to teach a bunch of primary school kids!

It ended up being one of the most interactive and fun presentations I've ever delivered. Everyone had a laugh, and it reminded me that when things don't go to plan, sometimes that's when the magic happens. I did share the slides afterwards (just to prove I was prepared!), but the session turned out even better than expected.

Kelley Seaton is living proof that leadership doesn't always come with slides and screens - sometimes it comes with chalk, charm, and a whole lot of heart.

And if you ever find yourself at a Central Coast Bx meeting, don't be surprised if you walk away with new business opportunities, fresh inspiration, and a grin you didn't see coming.



Your **Jaw** is the Stress *Fracture* in Your Business

Waking up exhausted, jaw aching, ears buzzing?
It's not just stress. Your jaw could be signaling
that something's wrong.

TMJ dysfunction (also called TMD) affects up to 70% of professionals or business owners during their working lives. Often triggered by stress, it doesn't just show up as jaw pain.

You might feel it as:

- Clenching or grinding (especially at night)
- Headaches, facial tension, or neck stiffness
- Unexplained ear symptoms: blocked ears, ringing, or pressure
- Interrupted sleep, waking exhausted, jaw fatigue, or a tired face by day's end

Left unchecked, these symptoms can quietly drain your energy, focus, and performance – something most businesses can't afford.

**Need clarity? At Melbourne TMJ & Facial Pain Centre,
we offer two clear pathways to help:**

1

TMJ Initial Assessment Consultation

A 60-minute hands-on clinical session that includes your first treatment. Ideal if you're ready to get to the root cause.

2

TMJ Guidance & Self-Help Consultation

Prefer to start with advice first? This 30-minute consult (in-person or telehealth) gives you expert guidance and personalised strategies.



Not sure which is right for you?

Take our quick, clinician-designed **60-second Self-Check** to see if your symptoms could be TMJ-related.

Scan the QR code or visit melbournetmjcentre.com.au/jaw-check/

Meet the Bx Member

Krish Ravipati The Power of Passion, Purpose... and a Little Bit of xPert Magic

When you meet Krish Ravipati, one thing is instantly clear - this is a business owner who lives and breathes entrepreneurial energy. But behind the calm confidence is a fierce dedication to solving problems, serving people, and building businesses that genuinely make a difference.

We sat down with Krish to find out what's been lighting up his business world lately, and - spoiler alert - it's a mix of tech-savvy tools, heart-led leadership, and a surprising empire of businesses you'd never guess at first glance.

So Krish, what's one recent 'small win' that made a big impact for you?

Implementing xPert, an AI-powered accounting app - wow, it's a total game-changer. We're now able to drill down into client info before problems even show up. That's the kind of proactive thinking that turns good service into great client relationships.

How has being part of the Bx community shaped your business journey - or even your mindset as an entrepreneur?

Hanging out at Bx with owners who serve with heart reminds me every week that passion beats turnover. And that's the kind of energy that keeps me inspired.

If you could share one piece of advice with fellow Bx members, what would it be - and why?

NO JOB IS TOO BIG. NO PERSON IS TOO SMALL. If solving someone's problem lights you up enough that you'd do it for free, jump in. Lead with PASSION. The quality takes care of itself. When clients see you buzzing for their success, they win, you win, and word travels faster than any ad spend.

It's a philosophy that cuts through the noise: when you love what you do, marketing becomes magnetic.

And finally, what's something most people don't know about you or your business that might just blow our minds?

Well... we have an Accounting firm, a Bookkeeping firm, four Digital Marketing firms, a Signage company, and a Coffee Catering company. And yes, every single one follows the MILLIONS framework we teach others. So yeah, we practice what we preach!"

From accounting to cappuccinos, Krish Ravipati is a walking reminder that passion is powerful, purpose is profitable, and a great support network (like Bx!) makes the journey even more meaningful.

INSPIRE REALTY ON A MISSION

**Inspire Realty is now 3 TIMES WINNER
International Business xCellence Awards
Real Estate – BUYERS AGENT Business of
the year - 2022, 2023 & 2024**



Colin Lee - CEO of Inspire Realty winner of the 2024 Business of the year - Real Estate Buyers Agent

Inspire Realty stands as a distinguished buyers agency and a property advisory firm winning the 'Business of the Year Real Estate - Buyers Agent' recently at the International 2024 Business XCellence Awards held in the Shangrila, Sydney Australia.

Founded in January 2020, Inspire Realty was created with the mission to inspire a new generation of investors to take charge of their financial future by helping them build wealth through profitable property investments with a strong commitment to assisting clients in finding their dream homes and right investment opportunities.

Inspire Realty envisions itself as the foremost trusted and respected property investment services company in Australia. Their efforts pave the way for individuals and families to attain financial empowerment and ensure their ability to provide for themselves and their families in the years to come.

"Winning this in 2022 and 2023 was such a privilege and played a pivotal part in Xcellerating my business growth! Winning this year in 2024, will bring on greater inspiration, influence, and impact! The Bx awards have given me an incredible platform to share my testimony, journey, and story and inspire a whole new generation of Australians to take charge of their financial future!"

Colin hopes Inspire Realty will become a national brand with influence and impact in the Australian fabric. He sees himself as a property futurist, a transformational and trusted property advisor, a voice for the voiceless, speaking up for home owners and investors to build a better future together.

Colin's commitment to putting people and purpose first and products second drives every decision and interaction. The ultimate goal is to help clients build high cashflow and strong capital growth property portfolios that pave the way for a secure and strong future.



Colin Lee - accepting the awards with Terry Hawkins 'People Whisperer' and Bx CEO and Founder Matt Alderton



Left to Right: Henry Wong (MXO) and Kate Smith (MEO)

Inspire's vision is to become Australia's most trusted and respected property investment services company and to ensure their clients secure a better future for themselves and their families.

inspire REALTY

PROPERTY ADVISORS & BUYERS AGENT

At Inspire Realty, we are Property Advisors and Buyers Agents helping you invest with confidence to build wealth through our framework, the 7 Keys to Play the Property Game and WIN!



About Us:

Inspire Realty's sole focus is helping investors make smart property purchases. With over 20 years of experience, our team is dedicated to sharing their property expertise and experience with you.

We take care of all the search, research and assist with the selection of the RIGHT properties at the RIGHT price.



Think and act like a professional investor with our seasoned team backing you each step of the way.



Our founder Colin Lee is an award-winning property advisor and buyers agent. His passion and purpose is inspiring and empowering his clients to take charge of their financial future to achieve financial wellbeing and create wealth through strategic property investments.

He is an active property investor himself, and combines his personal experience with his extensive career in education, property, and finance to get the best outcomes for his clients.

Through our industry contacts, we are often able to secure pre and off-market opportunities and get the best deal for you. We are confident that our fee is easily covered by the savings we achieve for you.

"In 2 years, Colin helped me source my second investment property and he is a class act. He wasn't only my Buyer's Agent, but he was my coach, my property investment mentor, and one of my #1 supporters. I value his wisdom, experience, and positive attitude." - Andy Y



AS FEATURED IN

FINANCIAL REVIEW **The Daily Telegraph** 7NEWS

Herald Sun **news.com.au** **9NEWS**



Let us guide you to make sound & smart, timely, profitable property decisions.

Book a **discovery session with us today:**

INSPIREREALTY.COM/DISCOVERY-SESSION/

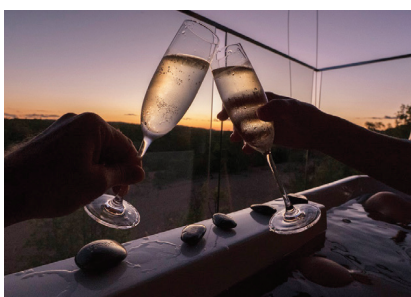
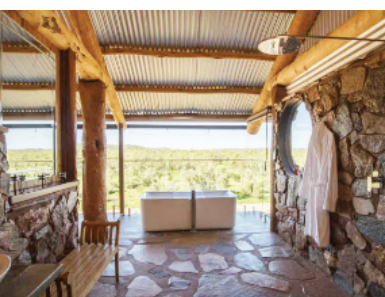
Your 100% satisfaction and wealth success is our priority



YOUR PRESTIGIOUS GETAWAY IS WAITING FOR YOU



Experience of a lifetime



The Experience

Your perfect pathway to serenity, outback luxury at its finest. The location may seem wild and untamed, the experience is anything but! Unplug, unwind and recharge on our 7th generation working cattle station in the stunning goldfields country of far northern Queensland. As our exclusive guests, we tailor your experience entirely to your needs. All activities, meals and tours are inclusive, so all you need to do is choose your adventure or simply just soak up the tranquility.

The Accommodation

Perched on the bluff overlooking the Gilbert River, the retreat offers the ultimate in understated luxury. Built from local stone and timber and hosting a pillow-topped king bed and luxurious bathtub you will have uninterrupted panoramic views of the surrounding rugged landscape.

Choose Your Adventure

Immerse yourself in station life or settle in with nature. We've got a variety of tours and experiences for you to choose from that showcase our unique balance of working cattle station and nature refuge. The family focus has always been on environmental sustainability with looking after the land an absolute priority.

BOOK YOUR NEXT PRIVATE LUXURY ESCAPE

Contact Lyn French

E gilberton@gilbertonoutbackretreat.com

www.gilbertonoutbackretreat.com

[gilbertonoutbackretreat](http://gilbertonoutbackretreat.com)



Gilberton
OUTBACK RETREAT
☆☆☆☆☆

The Top 5 AI Apps of 2025 That Are Changing the Game for Small Business Networking

Plus one emerging tool that's turning heads

If you run a small business, you already know how valuable the right connections can be. A single conversation, introduction, or follow-up can open doors you never expected. But here's the reality: building and maintaining those relationships takes time and let's face it, most small business owners are wearing ten hats already.

Thankfully, in 2025, AI is stepping up in a big way to help small businesses stay connected, be more strategic, and network smarter- not harder.

According to a 2024 McKinsey report, over 40% of small businesses are already using AI tools, especially for lead generation and relationship management. And that number is only growing.

So, what are the tools making the biggest difference? Here are five AI apps (plus a bonus one to keep on your radar) that are helping small businesses build better connections and grow their networks this year.

1. ChatGPT (OpenAI)

What it does: Think of it as your 24/7 writing assistant, idea generator, and conversation coach. Whether you need to craft a personalised LinkedIn message, write a follow-up email after an event, or even brainstorm what to say on your website - ChatGPT helps you put your best words forward. It's like having a copywriter and strategist in your pocket.

Why it matters for networking: Great networking is all about timely, thoughtful communication. ChatGPT helps small business owners write messages that sound like them, without spending hours figuring out what to say.

2. GrammarlyGO (Grammarly)

What it does: Polishes your writing, adjusts your tone, and helps you sound more confident and professional. The 2025 version of Grammarly goes way beyond fixing typos. It suggests rewrites, helps match your message to the right tone (like friendly, persuasive, or formal), and ensures your communication is clear and on point.

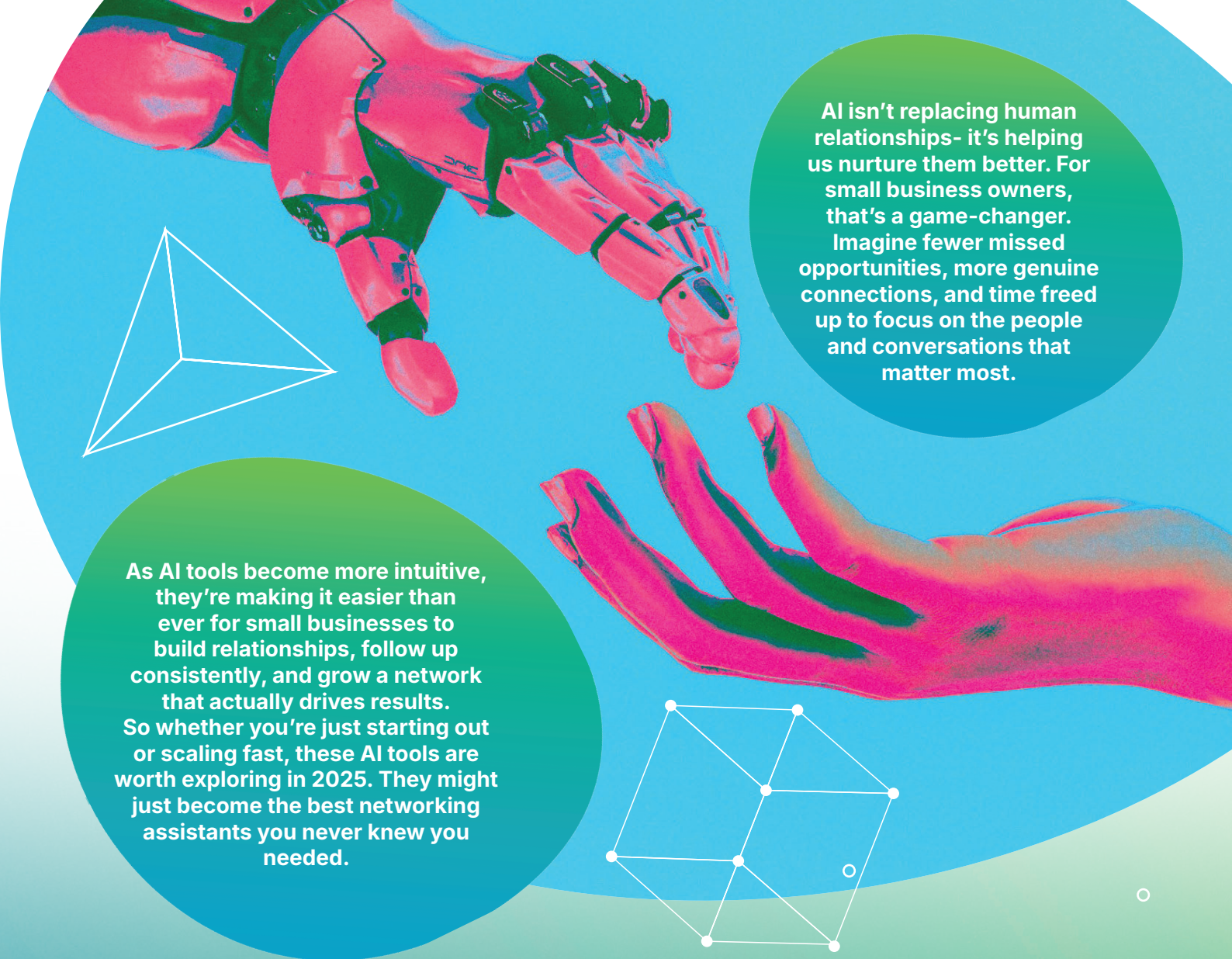
Why it matters for networking: Whether you're emailing a potential partner or messaging someone after an event, your words matter. GrammarlyGO helps make sure your first impression hits the mark.

3. HubSpot AI

What it does: Keeps track of your contacts, automates follow-ups, and tells you who's most engaged.

HubSpot has been a CRM favourite for years, but its AI features now make it even more useful for small business networking. From lead scoring to smart email sequences, it helps you stay organised and follow up at just the right time.

Why it matters for networking: Ever lose track of who you met at a networking event? Or forget to follow up? HubSpot helps ensure no lead slips through the cracks, and every connection gets the attention it deserves.



AI isn't replacing human relationships- it's helping us nurture them better. For small business owners, that's a game-changer. Imagine fewer missed opportunities, more genuine connections, and time freed up to focus on the people and conversations that matter most.

As AI tools become more intuitive, they're making it easier than ever for small businesses to build relationships, follow up consistently, and grow a network that actually drives results. So whether you're just starting out or scaling fast, these AI tools are worth exploring in 2025. They might just become the best networking assistants you never knew you needed.

4. Otter.ai

What it does: Records and transcribes your meetings, and gives you summaries and action items.

Whether you're in a Zoom call, coffee meeting, or attending a business lunch, Otter is like your personal note-taker. You can revisit conversations, get key takeaways, and easily create follow-ups based on what was said.

Why it matters for networking: Following up with context is key. Otter makes it easy to remember names, ideas, and next steps—so your follow-ups are personal, relevant, and impressive.

5. Zapier AI

What it does: Connects your apps and automates repetitive tasks. Zapier has always been about saving time, but its AI-powered workflows in 2025 are next level. It can now suggest automations, trigger follow-ups, and streamline your entire networking system—without needing to code a thing.

Why it matters for networking: You can set up flows like: "When I add a new contact from LinkedIn, automatically add them to my CRM, send a welcome email, and schedule a follow-up reminder." It's like networking on autopilot.

Bonus Tool: Fxyer.ai

What it does: Smart introductions based on who you are and what your business needs. Fxyer.ai is an exciting new platform that focuses just on networking. It uses AI to match you with potential referral partners, collaborators, and customers based on your industry, goals, and even past conversations.

Why it matters for networking: Instead of hoping to meet the right people, Fxyer brings them to you. It's like having a digital networking concierge who really knows your business.

WHAT'S HOLDING YOUR BUSINESS BACK?



You work all day, every day... but the stress, the mess, and the money still aren't adding up. That's not how it's meant to be.

That's where **Builders Business Blackbelt (BBB)** comes in. Founded by **Mick Hawes and Julie Cassar**, it's a coaching community for residential builders who want **more time, more profit, and more control**. With real support and simple systems, BBB helps you **calm the chaos** and build a business that actually works.

Chances are you've already tried a bunch of things to fix your business like software, coaching, systems, and all with the hope of getting more time, more freedom. And maybe they helped a little, but nothing really stuck. It's frustrating. That's why Mick created the **Builders Freedom Readiness Scorecard**. It helps you see what's been missing and why the things you've tried haven't delivered like you hoped. **Scan the QR code**, take the scorecard, and finally get some real clarity.



**TAKE THE BUILDERS FREEDOM
READINESS FOR FREE**

Mick Hawes has spent over **35 years** coaching in **business, elite sport, and the building industry**. With Builders Business Blackbelt, that experience is laser-focused on helping custom home builders succeed.



**BUILDERS
BUSINESS
BLACKBELT**

WWW.BUILDERSBUSINESSBLACKBELT.COM.AU



There's nothing more powerful than a builder who knows their worth and leads with clarity.

Mick Hawes & Julie Cassar



**VIRTUAL
LEGAL**
FAST. EASY. DIFFERENT.



**PROUD
FINALIST**

WHY THE BX AWARDS MATTER TO US AT VIRTUAL LEGAL

Being recognised in the Bx Awards is more than a moment of celebration—it's a powerful affirmation of the vision, grit, and innovation that fuel our journey at Virtual Legal. As a growing business committed to making legal services fast, easy, and different, this recognition reflects the trust our clients place in us and the dedication of our team to deliver accessible, high-quality legal support across Australia.

Founded by Katie Richards, a trailblazing entrepreneur and lawyer, Virtual Legal was one of the first online law firms in the country. Katie's mission was clear: to remove barriers to legal help and empower everyday Australians—regardless of location or income—to access the support they deserve. Her leadership continues to inspire our team to think bigger, act smarter, and serve with heart.

TOP 3 SERVICES THAT SET US APART:

Business & Franchise Sales and Set-Up:

- Step-by-step guidance for buying, selling, and launching businesses and franchises, with a focus on clarity and compliance.

Agreements, Companies, Trusts & Disputes:

- Expert legal support for structuring businesses, resolving conflicts, and protecting interests with practical, fixed-fee solutions.

Residential & Commercial Property Transactions:

- Seamless legal handling of property sales, purchases, and leases—designed to save time and reduce stress.

At Virtual Legal, we believe legal services should fit your lifestyle—not the other way around. The Bx Awards remind us that innovation and impact go hand in hand, and we're proud to be part of a community that celebrates both.

**BOOK A BUSINESS
HEALTH CHECK**



KATIE RICHARDS
CEO & Founder

Bx Goes Global: Spotlight on Dubai

*Connecting Business
Owners Worldwide
Through the Power of
Community*



From bustling breakfast meetings in Sydney to vibrant business connections in Dubai, Bx is proving that structured networking and community-led growth know no borders.

We recently caught up with these three core members of Bx Dubai to learn how the Bx movement is making waves in the UAE.

George Sotiropoulos

Regional Leader | Bx Dubai

What inspired you to start your business, and how has that initial vision evolved?

Originally, I had a different business idea. But during my research, I found a brutal stat: 7 out of 10 business owners who want to sell will fail- even if they're profitable. That hit hard. After years of sacrifice, most owners walk away with nothing because their businesses aren't structured to sell.

So I pivoted. I started testing ways to help owners prepare for a successful exit "someday." The surprise? The benefits showed up immediately- better margins, stronger cash flow, and more free time.

This led to the Socratic Success System: a framework that combines business strategy, direct response marketing, exit planning, and the Socratic method. It helps owners build businesses that are not only profitable but also valuable, sellable, and aligned with their goals.

In short, I help entrepreneurs turn their companies into true assets- creating wealth, freedom, and peace of mind.

What's the best thing about living in Dubai?

It's hard to pick just one, but if I had to, I'd say the combination of opportunity and efficiency. Dubai is diverse, incredibly business-friendly, and one of the safest, cleanest cities in the world. It also embraces modern

technology in a way few places do, which makes building, scaling, and living here not only possible but energising.

What impact has being part of Bx had on you or your business?

Bx has been a breath of fresh air. It's helped me expand my network with serious business owners, not just people looking to pass a business card and pitch on the first handshake. What I especially value is the format: it blends real business education with networking in a way that respects our time and intelligence.

Too many networking groups feel like kindergarten with name tags. You're told to show up, clap on command, and cheer like you're in a circus, not a business room. Bx treats its members like adults. That alone makes it worth being part of.

What has been the most significant challenge you've faced in 2025 as a business, and how did you overcome it?

The biggest challenge in 2025? It was lead flow- specifically, consistently attracting the right kind of clients: committed business owners focused on building real value, not just chasing vanity metrics or discounts. Instead of defaulting to the typical (and often ineffective) quick fixes like ads or one-size-fits-all marketing, I leaned into something far more powerful: the Bx network.

Being part of Bx and taking on a leadership role in a new financial venture gave me the space, insight, and capital to reassess my advisory business.

The support, collaboration, and fresh perspective I gained through Bx helped me cut through the noise of an overcrowded market and recalibrate my approach. I stripped everything back to focus on substance - measurable impact, long-term value, and real outcomes. That strategic reset, inspired by the clarity and accountability Bx fosters, turned everything around. It wasn't about selling more- it became about delivering undeniable value. And that's when real traction began.

What has been your biggest lesson learned since starting your business, and how has it changed your approach?

Knowing your audience is everything. Too many founders fall in love with their product, then scramble around trying to convince someone - anyone - to care. It's the classic 'build it and they will come' fallacy. That might've worked in a cornfield in an '80s movie, but in the real world? That mindset burns time, money, and opportunity. The real win comes when you flip that. Start by identifying who you want to serve, then pinpoint the daily problem that's hitting them in the face, and finally, craft a solution they'll chase you for. And - this part's key - communicate that in a way that hits home and moves the needle. Now, everything I build starts with the audience and reverse-engineers the offer. No guesswork. No wasted effort.



Natali Muravynets

Member xPerience Officer
(MXO) | Bx Dubai

What inspired you to start this business, and how has that initial vision evolved?

I started this business after seeing how often entrepreneurs made costly mistakes, whether setting up in the UAE, buying a company without proper checks, or hiring the wrong people. I'd been there myself and knew how overwhelming it could get. What began as one-on-one

support has grown into a strategic consultancy. Today, we help clients not just set up, but make smart, informed decisions. We run background checks, assess business risks, audit compliance, and guide hiring, so our clients avoid hidden pitfalls and build businesses that last.

What's the best thing about living in Dubai?

One of the best things about living in Dubai is the people - the city is full of ambitious, open-minded individuals, many of whom are self-made millionaires. It's easy to connect, share ideas, and build partnerships with people who think differently and move fast. That kind of environment is rare - and incredibly energizing

What impact has being part of Bx had on you or your business?

Being part of Bx has surrounded me with a rare kind of network, not just entrepreneurs, but also decision-makers and top-level professionals who think strategically and act fast. The curated, high-quality community creates real space for meaningful conversations and collaborations - the kind that move your business forward.

What has been the most significant challenge you've faced in 2025 as a business, and how did you overcome it?

The biggest challenge we faced in 2025 was hiring the right salespeople for our team. We went through countless interviews, wrong hires, and wasted time until we built a recruitment process that worked. It worked so well, we started offering it as a service. Now we help other companies hire top-performing team members, because we've been there, and we know how critical the right hire is to scaling any business.

What has been your biggest lesson learned since starting your business, and how has it changed your approach?

Automate early. AI isn't just ChatGPT - it's a shift in how we work. Once we started using it to streamline our processes, we saved hours every week and made the business run smoother. Now I always think: can this be automated?

The World Is Your Network

As Bx continues to expand across borders, it's clear that this isn't just a networking group—it's a movement. One that's rewriting the rules of connection, collaboration, and business growth.

What George, Natali, and Phil show us is that the heart of global business lies in something deeply human: real relationships, shared knowledge, and the courage to do things differently. Whether you're scaling in Sydney, launching in London, or building in the bold, bright city of Dubai - one thing is certain:

In a noisy world, Bx is creating a signal. And business owners everywhere are tuning in.

Phil Bedford

Strategic Business Connect & Asentiv

What inspired you to start this business, and how has that initial vision evolved?

I knew I loved networking and training people. But I didn't know what my business would be until I discovered the Asentiv franchise. It brought all of this together. It also gave me the freedom to choose how I spent my time and how successful I would be. We see other networking groups as collaboration opportunities, not competitors.

What's the best thing about living in Dubai?

Things happen so quickly and easily. e.g you can fall ill and see a doctor in half an hour. You can get one loaf of bread delivered with no delivery fee—I am serious about this.

What impact has being part of Bx had on you or your business?

I fully believe in networking in other networks as a member. The dynamics change, as do the relationships. We also get to help each other. From my Asentiv teaching,

whereas most people can't get "marketing for clients" out of their heads, no matter how much it's explained. I get to look for these partners in Bx.

What has been your biggest lesson learned since starting your business, and how has it changed your approach?

To leave every new person in a better place than when I found them. Just because I can help them doesn't mean they are ready for it. So it's about providing a mechanism that enables them to join me, in a way that they can, and if they are not ready at all, so that they can when they are ready, without losing touch. Also accepting that some people will never be your client and wishing them all the best for their journey.





VENTILATION DESIGN RE-IMAGINED



schweigen
DESIGN

EXCLUSIVE BX OFFER:

CONTACT RODNEY@SCHWEIGEN.COM.AU TO SECURE YOUR DESIGNER RANGEHOOD TODAY

schweigendesign.com.au | 1300 881 693

Powerful Tools to Scale Your Business

You didn't start your business because you wanted to spend half your time mired in tech challenges, wrestling with flaky integrations, or spending thousands on engineering teams just to make things work. But with most businesses now operating at least partially online—whether it's lead capture, sales, payments, or actual service delivery—dealing with tech has become a necessary part of life for all of us.

Like most entrepreneurs, you've likely faced new tech challenges over the years and solved them with new tools. A CMS for your website, a form builder to capture prospects, an email marketing platform, a sales CRM, a payment processor, tools for customer onboarding, support, and so on.

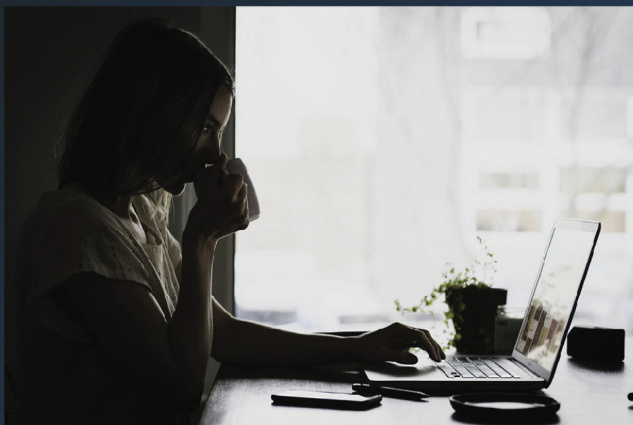
You've probably tried to string these tools together as best you can, maybe with APIs or integration tools like Zapier, or maybe with manual processes that your team manages.

Of course, technology is supposed to make things easier and faster, but pretty soon you realize that this kludge of separate tools you've cobbled together is doing just the opposite. Processes that should be automated are often done manually, taking forever and leading to mistakes. The most effective marketing strategies—like personalization or cross-channel messaging—become impossible to execute because your customer data is scattered across different systems.

But it doesn't have to be this way. Large, successful companies understand that to truly know what's happening in your business and deliver high-quality customer experiences at scale, you need one central database with a complete history of all your prospect and customer information, tightly integrated with your core business tools. Platforms like HubSpot and Salesforce are popular for exactly this reason—they provide a unified database with the tools needed to create and automate high-quality, personalized, cross-channel customer experiences that convert more leads into buyers and more buyers into repeat, long-term clients.

However, these platforms are built for large enterprises. They're complex, requiring full-time administrators, and they're expensive, with implementation costs often running into six or seven figures and contracts that can easily reach into the tens or even hundreds of thousands of dollars.

Ontraport was launched in 2006 from Santa Barbara, California and set out to give small and mid-sized organizations access to the kind of professional-grade tools that have been out of reach for most businesses. It's designed to be managed by regular people, not just technical administrators, and it's priced for teams with budgets to stick to.



ontraport
www.ontraport.com

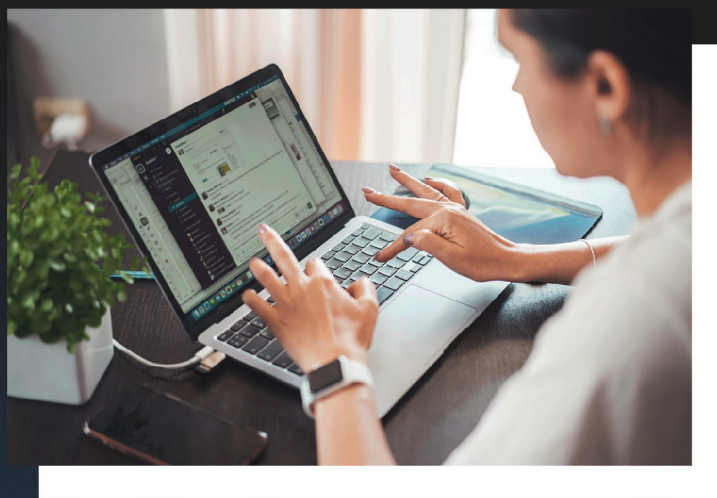
With Ontraport's no-code experience design platform, no matter what your vision is—no matter what your process is—you can build it, launch it, track, and optimize it in minutes, without expensive web developers. There are five main modules, all built on top of an incredibly flexible online database that stores everything you need to know about your prospects, customers, and more:

1. The **Dynamic CMS** is the most powerful drag and drop, database driven CMS in the world, and allows you to create hyper-personalized and high-converting app-like web experiences in minutes that would otherwise require weeks of engineering.
2. **Marketing automation** which allows you to design pre-sales experiences from ad to opt-in on your website to sophisticated cross-channel messaging via email, text, and more.
3. **Sales CRM** helps you create a seamless experience for leads once they're in your sales process. Self-scheduling, smart pipelines, deal tracking, automated tasks, and more make it easy for your team to stay on top of their leads and for you to stay on top of the team.
4. Our **Payments** platform helps you get paid. Create order forms, manage payment plans and subscriptions, one-click upsells, order bumps and much more.
5. Our newest module is Ontraport **Helpdesk**, which is a complete customer support platform allowing your team to work together in one unified inbox to handle customer inquiries quickly no matter where they come from.

Your business is unique, and Ontraport was designed to help you build and automate your process, whatever it is. No matter what stage you're at in business, Ontraport is the easiest way to ensure that the technology powering your business is always ready for your next idea, and your next stage of growth.

And, it's all backed by our truly world-class customer support team that is standing by to help make sure you're able to turn your vision into reality in no time.

If you're ready to find out how Ontraport can streamline your business and set you up for long-term growth, start by scheduling a strategy session with our team to make a plan at www.ontraport.com/bx.





Sydney's Premier Commercial Printer

- High quality, fast turnaround printing
- Direct mail service
- Books & manuals
- Labels & stickers



AGILITY
PRINT

SPEED. CARE. QUALITY

agilityprint.com.au

02 9893 7480



Premium locations around Australia, offering a flexible and collaborative workspace community to suit every business.



Workspace
365

**Premium
Coworking &
Flexible
Workspaces**

HAMILTON PRIVATE

Kimberley Hamilton

Managing Director - Hamilton Private

☎ 0411 665 406

✉ kim@hamiltonprivate.com.au

Visit: www.hamiltonprivate.com.au

MARZO
PHOTOGRAPHY

*I specialise in Corporate Events, Headshots,
Executive Headshots and Personal Brand*



I have had a passion for photography since I received my first point and shoot when I was 10 years old. Some 40 years later I call myself a professional photographer. I have expertise in Corporate Events, Events, Corporate Headshots, family shots & Commercial photography.

Capturing your special moment

E: INFO@MARZOPHOTOGRAPHY.COM.AU / M: 0411376603 / WWW.MARZOPHOTOGRAPHY.COM.AU

Are You A Hooray HENRY?

(High Earning, Not Rich Yet)

You're financially successful, but are you truly building wealth?

Rising Costs, low working capital, and high taxes can leave you feeling stuck, overwhelmed and under optimised.

- Turn income into lasting wealth
- Optimise cashflow & working capital
- Expand your business with confidence
- Create a clear finance strategy and take control of your future

LETS HAVE A CHAT



Ambitious SMEs and self-employed professionals need a finance partner who thinks big and provides independent, tailored solutions that transform your income into a stronger, more secure financial future.



Eminence Finance Group
www.eminencefg.com.au





What is GEO and Why It's Changing the SEO Game

In a world where AI is reshaping how we find information, traditional SEO alone won't cut it. Enter Generative Engine Optimisation (GEO)—the strategy keeping brands visible amid AI-generated answers.

In this article, Cheech Foo, Director at Ignite Search, explains what GEO is, how it differs from SEO, and what steps you can take now to stay ahead. Whether you're a business owner, marketer, or simply curious about the future of search, you'll get practical tips and clear insights to navigate this new era.

From the entry of artificial intelligence and Large Language Models (LLMs) onto the public scene in November 2022, the uptake of platforms such as ChatGPT, Deepseek, Google Gemini represents the very first time a significant change in the behaviour of how people seek out information since 1990's, when Google search engine was launched.

ChatGPT and other LLMs now make up almost 5% of all searches combined between LLMs and search engines, and this is forecasted to increase to 10% or more by the end of 2025. In contrast, Google for the first time slipped below 90% global market share for the first time since 2015, reflecting the rapid search behaviour shift.

What is GEO, and how does it differ from SEO?

Generative Engine Optimisation (GEO) (currently also referred to in various forms such as Answer Engine Optimisation, AI SEO, AI Search, ChatGPT SEO etc.) is the practice of optimising for the visibility of a brand within AI-driven LLMs.

Given the increasing ability for GEOs to provide detailed & accurate information on any query, this has caused the number of unique search queries to increase, leading to the formation of the Query Fan-Out Technique.

Google explains the Query Fan-Out Technique as follows:

//

AI Mode uses our query fan-out technique, breaking down your question into subtopics and issuing a multitude of queries simultaneously on your behalf. This enables Search to dive deeper into the web than a traditional search on Google, helping you discover even more of what the web has to offer and find incredible, hyper-relevant content that matches your question.

//

The second difference between GEO and SEO is that there has also been an observed increase in engagement, but against a lower volume of clicks, which can cause alarm bells, particularly within companies that benchmark success against traffic levels. This is creating uncertainty given the current limited reporting capabilities around GEO, one which I sincerely hope they address as soon as possible.

Whilst OpenAI is yet to openly disclose their data sources breakdown or their algorithm, on how they generate prompts, there have been numerous anecdotal observations, including those with our own client projects, that if a brand has a strong visibility presence within search engines, particularly Google, this is also reflected in the LLM prompts.

How do you optimise for GEO?

The following are three recommendations that will help you with preparing your website for greater GEO success.

1. Fire up those FAQs

More than ever, ensure that your Frequently Asked Questions (FAQs) are comprehensive, in-depth & represented on key landing pages and not just on the dedicated, sometimes tokenistic, FAQ page. You can easily build a list by doing your own research (DYOR) or even better, sourcing it from your sales team, which in turn will be from customers directly.

2. Supercharge the About Us page

Ensure that your About us page has a detailed text profile on your key team members, and not just a profile picture. If you have won awards (trust symbols) or have a strong reputation online via reviews (social proofing), talk in detail about it, and why it matters to a prospect.

3. Ambassadorise UGC content

Creating multiple ecosystem points of opportunities where User Generated Content (UGC) around your offerings are not only enabled, but encouraged, and accessible by the LLMs. Think forum sites, review sites, discussion boards and more.

That is, if you are optimising for meaningful and helpful content, not just for the search engines (now generative engines) but also for the humans, then you will go far in your journey of GEO success.

How to approach GEO moving forward

The advent of GEO as a distinct marketing discipline is very much here, and although it may represent a once in a decade opportunity to potentially leapfrog your competition in the search space, the reality is a little more nuanced, and the most important takeaway is that you need to respect that the GEO landscape is at this juncture fast-evolving.



Cheech Foo is Founder & Director of Ignite Search, an award-winning, full service digital marketing agency that helps companies transform their visions into results through branding and design, web design & development, and digital marketing.

83% of businesses are *overpaying* for *underperforming* IT.

Find out if you're one of them.

If you're not sure whether your IT is delivering real value, or quietly draining your budget, these are the **7 areas every business should review to find out.**

1. System Downtime & Reliability

What to check:

- System Uptime % (Aim for 99.9% or better for most SMEs)
- Number of outages or slowdowns per month
- Average downtime per incident (Target: <1 hour)

Why it matters: If your systems are consistently down or slow, you're losing productivity, staff time, and potentially revenue.

2. IT Spend vs Business Value

What to check:

- IT spend as a % of revenue (Benchmark: 4–7% for SMEs, lower for non-profits)
- Cost-per-user or cost-per-device
- Return on IT investment (ROI) (Are projects delivering efficiencies or savings?)

Why it matters: Many businesses overspend without tracking whether their IT delivers actual business value.

3. Response and Resolution Times

What to check:

- Average response time for support requests (Target: <1 hour for critical issues)
- Average resolution time (Target: <4–8 hours for most tickets)
- % of tickets resolved on first contact

Why it matters: Slow or repeated fixes increase hidden costs through lost productivity and staff frustration.

4. Cybersecurity and Risk Exposure

What to check:

- Number of phishing attempts caught vs clicked
- Frequency of security awareness training for staff
- Multi-factor authentication (MFA) usage (% of systems/accounts covered)

Why it matters: One breach can cost tens of thousands. Underperforming IT often skips basic protections.



By Louise Ridlen,
CEO Peppermint IT

5. Technology Lifecycle & Asset Management

What to check:

- % of devices older than 4 years
- % of systems running outdated software (unsupported OS)
- Inventory tracking in place? (Y/N)

Why it matters: Old tech increases risk, slows productivity, and leads to frequent costly fixes.

6. Staff Efficiency & Frustration

What to check:

- Time spent waiting for IT fixes or system issues
- Number of workarounds staff are using
- Apps or tools paid for but underused (license audits)

Why it matters: Poor IT directly affects morale and output. If your team's frustrated, it's underperforming.

7. Strategic Guidance & Proactivity

What to check:

- Do you have an IT roadmap aligned to your business goals?
- Have you received recommendations for improvement in the past 6 months?
- % of IT issues that were proactively prevented vs reactively fixed

Why it matters: A good IT partner or internal team should be actively looking ahead, not just fixing things when they break.



ACCOUNTING

Simon Burke
Sasha Prien
Brishna Azizi
Ash Jindal
Steven Franks
Louie Loizides
Teddy Kosasih
Brian Thomson
Mark Debeljak
Sanath Kumar Reddy
Grant Pavett
Michael Watson

Acctivate Business Accountants
Axiom Advantage
BRISHNA ACCOUNTANCY
Clear Tax
Higher Purpose Accounting
LL Tax and Accounting
MaxGrowth
Perta Thomson Partners
Rubiix Business Accountants
Sanath Accounting Taxation Services
Vizion Accounting
Watson & Proud

ADMIN, CO-WORKING, VIRTUAL ASSISTANT & MANAGED SERVICES

Lee McCaffrey
Amber Dixon
Andrew Hody
Cat Dunn
Kim Lombardi
Angus Pryor
Rodney Allen
Adam Conrad
Shelby Joines
Edriana King
Sandra Orr

Adminifi
OnPoint EVA
Business Hub. Mawson Lakes
Cat Dunn OBM
Cybalink Solutions
Dental Stars
Global OfficeWorks
Intogreat Solutions
Joines Administration
King Virtual Services
Sandra Orr Business Solutions

ALLIED HEALTH

Elisa Alberici & Sarah Gonsalves
Craig Hewat
Julian De Ridder
Deb Simonds
Darron Goralsky
Ruth Nitto
Lisa Davenport
Ida Shapievsky
Alison D'Vine
Dr. Scott Fox
Mark El-Hayek
Claudia Kardaras

Bambini Health
Engage VR
Flow Hypnosis
Jumpstart Therapy Solutions
Melbourne TMJ & Facial Pain Centre
Physiofit SWS
Pivotal Occupational Therapy
Psychological Assessment Solutions Pty
SagencyWA
Sixth Sense Acupuncture
Spine and Posture Care
The Centre for Positive Psychology

BOOKKEEPING

Alma Keogh
Jo McMahon
Ann Atkinson
Melissa Taaffe
Janelle Redgwell
Troy Panui
Lisa Stoneham
Rebecca Kartel
Deb Stephenson

ABC Bookkeeping WA
Cloud 9 Strategic
Jim's Bookkeeping (Tropics)
LDG Accounting Services
Pro-Advisor Online
Shoobox Books and Tax, Burleigh, Coomera & Springwood
Straight Forward Accounting Solutions
The Kartel Solution
Your Trade Bookkeeping

BUILDING SERVICES

Mel Rivera
Ian Partridge
Gabrielle Brown
Dean & Yvonne Graff

Better Built Homes
Buy New Queensland
Oak & Edge Disability Services
The Graff Group

BUSINESS CONSULTING

Odette de Beer
Amanda Shelton
Philippa Fisher
Sharon Stanley
Alyson Nicolaou & Sarah Clayton
Ankur Shrivastava
Crystal Holberton
Raelynne Wessels

Amplify with Purpose
Filigree Consulting
Pace Ecommerce
Sharon Stanley Consulting
Spek'd
StratMate
Three Seas
Tri-Peak Strategies Inc.

BUSINESS SERVICES

Andrew Barrett
Peter Solway
Lindy Chen
Natalie Taylor
Jackie Van Baren
Lacri Trifu
Mirjana Boznovska
John Hubbard
Natasha Kuchuk

Data Cooking Co
Founder Sales Solution
Frethan Technology
Get Me Sorted
JVB Connect
LaCrate
ONE Beyond Success
Push-Button Webinars
RemoStaff

CHILDREN'S SERVICES & PRODUCTS

James Lam
Jackie Rylance
Lauren Marvig
Sylvia Arotin
Jade Webb

C3 Education Group
Dream Nannies
Early Childhood & Co
Guide & Grow
Zumba Kids with Jade

CLEANING SERVICES

Kristy Pearce
Jasmina Milosevski
Bella Densworth
Raquel Hughes

Matriark & Co
Milo's Cleaning Services
Pro Cleaning Services
Sparkle & Sheen Organize And Cleaning Services Ltd.

COACHING - FINANCIAL

Jeff Elias
Laura Chugg
Wesley Simpson
Andrew Woodward

Futurebound
Laura Chugg Coaching
Lighthouse Capital Finance Corp
The Investor's Way

COACHING - LEADERSHIP

Evelyn Szumski
Steve Gregory
James Laughlin
Lindsey Leigh Hobson
Uma Panch
Birgitta Ravenhill

A-WARE Academy of wellbeing, Emotions, Resilience and Emotions
Black Bull Performance Group
Lead on Purpose
Leadership Development
Quantum MYND Lab
The Smartest Path



Bx
2024
Business
OF THE YEAR
FINALISTS



COACHING - BUSINESS

Andy Roost
Michael Hawes & Julie Cassar
Rena Richardson
Hugh Hall
Jodie Cole
Jos Willard
Mark Ullah
Joanne Brooks
Yvonne Hilsz
Andrew Lawrence
Leo Aspite
Steven Evans
Lana Ratapu
Zeniah Wood

Brainiac Northgate
Builders Business Blackbelt
Hone your Harmony
In-Flow
Jodie Cole Coaching
Jos Willard Coaching and Consulting
Mark Ullah Consulting - Part of Trusted Advisor Network
Navig8 Biz
Positive Change Coaching
The Alternative Board Gordon
The Alternative Board Gosford Territory
Trusted Advisor Network
Your Business Realm
Swift Coaches Academy

COACHING - LIFE & PERSONAL

Anne McDowell
Chris Freeman
Julie Tenner
Linda Joy Benn
Jesse Miller
Tracey Thomson
Andrew Cominos
Frances Scadden
Sashua Benay
Cody McAuliffe
Laura Gutierrez
Roula Selinas
Robyn Ratcliff

Anne McDowell Consulting
Design a Decade
Julie Tenner, Intimacy and Relationship Therapist
Linda Joy Benn
Luminescence The Mindfulness Mentor
Master Your Mindset with Coach "T"
Project Remarkable
Redefining Midlife
Sashua Benay Transformation Coach
The Flow Formula
The Love Approach Project
Transform Counselling & Coaching
Ultimate Outcomes Coaching and Training

COACHING - WOMEN

Alexandra Morgan
Lisa Infante
Caroline Starecky
Trish Springsteen
Sheila Vijayarasa
Janeen Vosper
Jodi Gagné

Alexandra Morgan Coaching
Courage to Change Collective
Leap Lab
Purple Unicorn
Sheila Vijayarasa
Speech Perfect
In Flow Energy Coaching

DANCE STUDIO

Andrea Ryff
Nicole Dunn
Leonie Ferguson

Achieve Pole Studio
Rogerson Dance Studio
Leonie's Academy of Dance

EVENTS & EVENT PLANNING

Caterina Sullivan & John Suvale
Sharon Toner
Alyssa Borda
Kaitlyn Craggs
Hannah Moy

Australian Yarn Show
Alchemy St
ALLY OOP MGMT
Good Food Grazing
The Enchanted Trove



BUSINESS OF THE YEAR FINALISTS



EDUCATION SERVICES

Paul Cummins
Kerrie Power
Revital Chai
Hafiz Sheikh & Adnan Ahmed
Ronak Shah
Aman Chawla
Carl Spruce
Ed Tran
Sonika Madan
Kai Macann
Corrina Lindby
Amanda McEwin
Caro Kelly
Yuna Kubota

Airline Training Solutions
Dance Training Organisation
Dya Australia The Art of Creative Thinking
NEXTGEN KNOWLEDGE
Onroad Driving Education
Orange College
Outsource Institute (AUS)
Skill Samurai Eastwood
Sydney Tutoring Academy
Terra Symposium
The Answer Is Yes
The Rising Star Property Developer
The Search Engineers
YK Education

FASHION & BEAUTY

Claire Hamilton
Francesca Anastasio
Katia Ribeiro Buttenbender
Laila Sanchez
Abbey Shepherd
Soho Bay
Mansoureh Maarifpoor
Rebecca Joy Burton

Claire Hamilton Makeup Artist
Essence lashes and beauty
KR BEAUTY BRAZIL
Laila's Beauty & Laser
Simply Stunnin' hair and beauty
Soho Bay
Yours Beautifully Laser Skin Beauty Clinic
Everyday Women Makeup

FINANCE

Tammie Rimon
Boopathi Loganathan
Albert Waldron
Kirollos Malek
Anton Bonacci
Saurabh Arora
Rena Long
Summer Mitchell
Niti Bhargava
Jameel Ali
Jason Lor
David London
Jodie Nairn
Peter Park
Chris Dodson
Aaron Van Der Meulen
Louise Lucas
Srikanth Chowdary
Kenny Ma
Angie Kayser
Armin Breakwell

20/20 Finance Group
Australia Wholesale Mortgage (TA) MoneyQuest Doolandella
Awesome Lending Solutions
Commercial Credit Loans
Dash Money Solutions
Eminence Finance Group
FAM Bokers
FINANCD
GB Financials
JCA Finance
Lendary
Londy Loans
MoneyQuest Cockburn
Mortgage Broker
Mortgages Plus
Opiak Finance Solutions
The Property Education Company
Thought Financial
United Fortune Finance
Wealth Connect Finance
Wise Mortgages

FINANCIAL PLANNING

Scott Palmer
Miranda Solomon
Jim Pan
Adem Becirevic
Mark Sing

HNW Financial Planning
Miranda Solomon-IG Wealth Management
Panorama Financial Planning
Virtual Financial Advice
Wealth Success Financial Planning



BUSINESS OF THE YEAR FINALISTS



HEALTH - MEDICAL & DENTAL

Nick Mehta
Charlie Sung
Dr Reuben Sim
Sam Karagiannis
Dr Amy Norman
Kath Teagle

Artarmon Dentists
CHOICE DENTAL - BROWNS PLAINS
Dental Boutique Group
Denture Care Clinic (Aust)
Dr Amy Norman
Mayfield Medical Connection

HEALTH - PRODUCTS

Jon Rowe
Kim Guseli
Saara Jamieson
Angela Dion

Airqua - Water From Air
Botanical Skincare Lab
Cool Beans Underwear
Simple Breastfeeding

HEALTH & FITNESS

Kosta Drakoulakos
Melanie Warman
Rosa Pagani
Dominic Nitto
Jonathan Guico & Trinh Mai-Guico
Sarah Williams
Kathie Long
Ani Gee
Lauren Short
Helzi Bailey
Alan La
Julie Hobbs
Mark Cox
Luiza Mustafina

747fitnessh
Boobs on the Run
CircArts
CycleBar Crows Nest
DIYPT
Empowered Defence Centre
Fernwood Women's Health Club Toowoomba
Group Fit Training
Heart of the Hunter
Helzi Presents Dance Fitness
Invincible Worldwide
jdActive - WLCW
Wolf Fitness SA
Zumba with Luiza

HEALTH & WELLNESS

Brendan Daynes
Claire Wu
Pavnoor and Kamal
Jacalyn Price
Lawrence Ellyard
Courtney Young
Karin Littleton
Kelvin Yeung
Maz Carnevale
Megan North
Sammy Barnett
Daniel Hillyer
Shala Wilson
Dr Dimitra Mersinia
Natalie Lynch
Sandra Allars
Arty Tvoric
Rochelle Waite
Kristine Best
Derrick Lian

AB Health and Fitness
Breathe Into Peace
Caur IV Infusion Bar
Enagic
International Institute for Complementary Therapists
IVNATION
KazLit Nutrition
Launch Rehab
Maz Carnevale
Megan North
Nutrition with Sammy
RoboFit
S.AR.A Remedial Therapies
Smiles Clinic
Studio Yellow
Taking Care Mobile Massage
The Reiki Space Perth
ThriveHer - Your Health Reinvented
Welltality
4D Health and High Performance

HOME SERVICES

Stefannie Bristoe
Joshua Niven
Jonathan Watson
Jennifer Newman

HR SERVICES

Christian Buttrose
Kate Hopper
Therese Ravell
Martha Travis
Donna Benjamin
Lana McMurdo

INSURANCE SERVICES & PRODUCTS

Luke McMahon
Nick Kastrounis
Sarah Wohlgemuth
Paul Woodward

Encore Support
Insulation Guru Brisbane
Phoenix Car Detailing
Removals For Hope

E.L. Blue.
HarmonyHive HR
Impact HR
Martha Travis People Innovators
Peak Coaching and Advisory Group
Résumés by Lana

IT SERVICES - MANAGED SERVICES & CYBER

Sofia Ng
Lubos Kuzma
Stuart Millington
John Suvalez
Mathew Hunter
Troy Hagen
Neil Frick
Louise Ridlen

Ava Tech
Blue Warden Cyber Security
Bluebird IT
Capital Tech Solutions
Huntertech
Intermax
Netlogyx Technology Specialists
Peppermint iT

IT SERVICES - SOFTWARE & APP DEVELOPMENT

Niels de Vries
Samuel Testa
Simon Fabian
Shareen Moran
Alexey Prokopenko
Rafid Amin Khan
Nick Christie

Bridge 2 AI
FundsConnect Technologies
Innovative Programming
IT Magnet
Kite Union
Leznit Software
Syla

LEGAL SERVICES

Hannah Deuk
Zohra Ali
Claire Dolesny
Jenny Duong
Murray Thornhill
Vicky Peng
Kelly Gatehouse
Zile Yu
Nour Salama
Simona Gacina
Katie Richards
Emma Rowles

Click Legal
Corporate Legal
DB & Co Legal
Genesis Legal Partners
HHG Legal Group
Infinity Solicitors (Sydney)
Nurture Law
Quantum Law Group
Salbridge Lawyers
Simona Migration
Virtual Legal
Winter Legal

MANUFACTURING PRODUCTS

Tim Austin
Paola Karamallis
Dean Boyd
Lea Priest

Affordable Modular Buildings
Fluffy Crunch Fairy Floss
Living Timber Co
Sticky Balsamic

MARKETING - AGENCY

Brendan Lee
Angus Pryor
Sugira Rubasha
Sam Shetty
Blake Micola
Jay Sammut
Sharleen Ndlovu
Mariska Steyn
Liam Lezra
Fred Gillern
Joshua Niven
Marama Carmichael
Matthew Whyatt
Marissa Candy
Stephanie Campanella
kelvin freeman
Heather Porter
Julian Price
Dan Gale & Mihir Bhavsar

BE Digital Group
Dental Marketing Solutions
ETS Rubasha Media
E-Web Marketing
GMS Media Group
Invenza Digital Marketing
Jet Leads Agency
Metrics Marketing
Mission Created
More Marketing Ideas
My Marketing Guru
Oracle Tree
Tech Torque Systems
The Marketing Factory
TradiesGO
walking on country
Website Love
WebSpree Digital
Workhorse Digital

MARKETING - BRANDING

Victoria McLoughlin
Hayley Birtles-Eades
peter mcnelly
Evan Gill
Anna Shepherd

Baker Street Marketing
Beinc
Goldcrest Design
Kwik Kopy Eagle Farm
Meerkat Creative

MARKETING - CONSULTING SERVICES

Bec Alison
Bree Bainard-Verruyt
Denise Maloney
Jenn Donovan
Chris Bindley

Bec Alison
BeeVee Pro
Coffee News (AUST)
Jenn Donovan
Straight Up Coaching

MARKETING - COPYWRITING

Annette Densham
Danielle Mohr
Simone Robinson
Lauren Clemett
Sara Howard

Award Writing Services
Fine Point Writing & Editing
Northern Peak Marketing
The Audacious Agency
Writers Australia

MARKETING - DIGITAL & SOCIAL

Adrian Falk
Tim Paris
Morgan Jannusch
Olivia English
Cate Scolnik
Cheryl Alderman
Jordan Knight

Believe Advertising & PR
Efficient Media
MJ Communications
Pride Marketing
Sane Social Media
Social4U
Spicy Pineapple Marketing

NDIS PROVIDER

Jinu Mathew
Sallymatu Kuyateh
Saba Al Khamisy
Lorraine Martin

Ave Maria
Empathy Community Services
Get My Care
MIDSUPPORT



BUSINESS OF THE YEAR FINALISTS



MARKETING - WEB DESIGN

Martin Mills
Clayton Bates
Laetitia Boden
Kim Amor & Nick Hosking
Kristen Anner
Liam Higgins
Anton Bardin
Kim Amor

Define Marketing
Inspire Small Business
Kicking Pixels
KN Website Design
Parramatta Web Design
Pixite
Simple Digital Agency
Vigour Graphics

MEDIA, PR, PUBLISHING & PRODUCTION SERVICES

Aldwyn Altuney
Lucinda Bayly
Abby Lindenberg
Danica Bunch
Shoma Mittra
Jemimah Ashleigh
Johanna Herrera

AA Xpose Media
BAYLY PR
caa
DanicaB PR
Write Click Writing Services
The Visibility Lab
Wavebreaker Productions (SA)

NON PROFIT ORGANISATION

Norman Leach
Louise Ridlen
Annie Stonehouse
Rochelle Courtenay
Brendan Daynes
Gerry Blackwell

GPRC - The Chamber
IT Lady Connect
Lovewell Foundation and Lovewell Cafe
Share the Dignity
The Big S'Cool Walk
The Youth Development Foundation

PET SERVICES

Jeannene Anchen
Georgia Marsden
Rita Faulks
Jody Harrington
Felicity Robinson
Aaron Nauta
Jeannene Anchen
Ellie Gronkowski

Bark with Buster
Brisbane Water Veterinary Hospital
Charlie and Mia's Barkery
IdaBoss Dog Training
Paddock Park Ltd
Pawsitive Pet First Aid
Pet Stays
Dogood

PHOTOGRAPHY & VIDEOGRAPHY

Adhi Mohan
Stacey Piltz
Amanda Swanson
Aidan Hirst
Jaya McIntyre
Rory Forbes-Lange
Kat Lynn
Brittney-Lee Maloney
Martin Mills
Peter Meagher
Sara Knight
Lindsay Sullivan
Robert Schreiber

Partypies Wedding
Allure Photography
Amanda Swanson Photography
Compass Video
Empire Art Photography & Coaching
Focus on Forbes Media
Foodie Shots
Maloney Designs
Martin Mills Photography
Marzo Photography
Sara Louise Photography
The Small Business Photographer
Who's Elliott

REAL ESTATE - SALES

Laura Raneri
Arnold Pierce Kelsey
Leigh Martinuzzi
Joel Ruge
Stuart Bartwicki

Aria Realty Co
KELSEY BUSINESS BROKERS
Martinuzzi Property Group
New Style Property Group
Stuart Bartwicki CIR Realty



BUSINESS OF THE YEAR FINALISTS



PROFESSIONAL SERVICES

Artist Sarah Rowan
Julie Knox
Georgia, John & Collette Berryman,
Chris Beks
Enrique Febres
Heidi Fenton-Smith
Manni Lubana
Nader Zoljalali
Erica Westbury
Wendy Bennett
Maria Micallef
Robert Hills
Kat Milner
Danijela Stojanovic

Artist Sarah Rowan
Blue Sky Career Consulting
Canberra Cat Vet
Ceebeks Business Solutions for GOOD
INVESTAR Property Solutions
Look Styling Co.
Lubana Trucking
NDBS Project Management
Norwest Recruitment
Outfox Limited
Property Investment Store
RLH Advisory
Simplify Your Tech
Stojanovic & Associates

REAL ESTATE - BUYERS AGENT

Jeannette Soriano
Anna O'Neill
Bradley Blute
Bernadette Cilia
Tim Watson
Joerg Mueller
Wesley Van Rensburg
Leroy Day
Rasti Vaibhav
Colin Lee
Michael Martin
Moxin Reza
Tome Avelovski
Ric Medlin
Daniel Di Mascio
Sudhesh K Valappil

Amplify Property Partners
Anna O'Neill Buyer's Agent
Blute & Co, Property People
BMC Buyers Agency
brickstowealth
Buyers Scout
D&M Consultancy
Ezer Property
Get RARE Properties
Inspire Realty
Investment Window
Investor Partner Group
Ready Set Buy
The Home Buyer Helper
Urban Buyer
VRS Realinvest

REAL ESTATE - PROPERTY

Alicia & Carmie Maxen
Mary Palaric
James English
Kelley Seaton
Janice Minihan
Kishor Tiwari
Hilary Saxton
Julie Alexander

Abode Building and Pest
Abundeco
Ace Parking Group
The Leasing Network
Minihan Group Australia
Multi Dynamic Southport
Property Mastermind
SHEPHERD REALTY

RESTAURANT, CAFÉ & BAKERY

Kavi Pathigoda
Michael Li
Kirsty Camilleri
Marcelo de Souza
Jorge Todoli Guillem
Nelson Fernandes
Tenaji Velgekar
Emma Williams

Amalfi Pizza and Pasta Bellmere
Cuto Kids Cafe Australia
Lime & Coconut Cafe
Marcelo's Cafe
Mr Spanish Churro
Spices 29 Goan Indian Restaurant
SUNNY'S CHICKENS
Vines Restaurant & Hollydene Estate Wines

SPECIALISED RETAIL

Sue McGary
Simon Mildren
Jake & Zhanna Johnson
Peta Warby
Thomas Mullan
Arthur Alepidis
Emma Bell

RETAIL - ONLINE

Amanda Wilson
Hannah Porter
Caterina Sullivan & John Suvalez
Lucie Durey
Wendy Cook
Anthony Ghattas
Charlie Meaburn

SPECIALISED BUSINESS

Lyubo Kuchuk
Jeremy Young
Lara Arden
Divyanshu Chauhan
Cheryl McKenzie
Dianne Simboro
Sebastian Ruisi
Lee Rosenberg
Kevin Jensen
Mark Baker
Emily Baitch
Ian Partridge
Marcus Pavlakis
Sandra Pringle
Ryan Adams
David Antonacci
Kylee Dennis
Angela Connell-Richards

TRADE SERVICES

Jose Carrera
Darrell Treble
Adam Martin
Isaac Zoaretz
Chad Fitzpatrick
Michael LeGarde
Nicole Appleton
William-John Cocks
James Hunt
Terry Hatzinikolis
Brett Stephenson
Susanna Studdert
Wayne Gooch

French Affair
HiveKeepers
Homely Flooring

SANAME – High Performance & Immunity Collagens, Bone Broths & Soups
Schweigen
Souvlaki Boys
Sweet Stems Florist

Active Elite
Bear & Moo
Fancy Yarns Australia
Green Panther Skincare
The Graziers Daughter Souvenirs & Hampers
United Cellars
Everything ID

Altitude X Developement
Arbor Australis Consulting
Business Awards Coach
Chefadora
CHERYL MCKENZIE
Family Violence Mindset Solutions
Flooring & Cladding Specialists
icm8 - The Slushie Specialists
Jensen IP Analysis
Motorfleet
Mummel Road
Ozwool Australian Sheepskin
PNP Constructions
Rata Professional Services – Your Sustainable Partner of Choice.
RKA Industrial Solutions
Teeny Tiny Homes
Two Face Investigations
Vivacity Coaching & Consulting

All-inclusive Care
Brave Security
Carrick Air Conditioning
DAYTODAY
Everything Pest Control
Mojo Metal Recycling
NLA Trucking
Plumbing Bros Central Coast
Roof Home Build Group
SOTA Group Electrical
The Local Guys Test and Tag North Lakes
The Shower Repair Centre
Treesafe Australia



BX
2024
x Business

**BUSINESS OF THE YEAR
FINALISTS**



TRAINING SERVICES

Aaron Nauta
Dr Yohan Thomas
Deborah Laurel
Tobi Schnell

AB First Aid Training
Advanced Dentistry Institute
Laurel and Associates, Ltd.
The Mindset Academy

TRAVEL & TOURISM SERVICES

Renae Kunda
Lyn & Rob French
Sean Hooper
Mitch Willmott
Ann Balzan
Nongnuch Pattison

Cape York Motorcycle Adventures
Gilberton Outback Retreat
Iris Lodge Alpacas
Mini Car Rentals
Sea Sydney Harbour
Travel Central

WEDDING SERVICES

Nathan Cassar
Mark David
Krystal McKinley

Nathan Cassar: Master of Ceremonies
Let's Marry (incl. Let's Dance)
Life Chapters Photography

WHOLESALE PRODUCTS

Alison Gregory
Khash Rahim
Frank Sellam

Artisan Paint Company
Onvanti
Vital Plus

PROUDLY BROUGHT TO YOU BY:

ontraport





Nail Your Elevator Pitch Like a Pro

Let's be real. When someone asks what you do and you find yourself fumbling for words or rattling off your job title, it's a missed opportunity. An elevator pitch is your chance to make a cracking first impression. It's not a full-blown sales pitch. It's more like your personal highlight reel. Clear, confident, and enough to spark a real convo. Ideally, it should take no longer than 30 to 60 seconds. Just like the time it takes to ride a lift or grab a coffee. So how do you make yours memorable, not much?

1. Kick It Off with a Bang

First impressions matter. You've got a few seconds to grab attention. Ditch the boring intros and lead with something that makes people lean in!

Start with your name, your business, and a simple line that shows what you do and why it matters. Example:

"Hello I'm Lisa from Green Leaf Design. We help eco conscious builders bring

sustainability to life in every project without blowing the budget."

It's not about being clever. It's about being clear. Say it like you'd say it at a BBQ.

2. Say What You Do But Make It Count

Now you've got their attention, it's time to show them what you're made of. Don't just list services. Talk about the problem you solve, who you help, and what makes you different. Keep it snappy. Keep it human.

Try this structure:

- What problem do your clients face.
- What do you do about it.
- Who do you work with.
- What results do you get.

Example:

"We saw small builders struggling to meet green building standards.

So we built a modular system that makes compliance easier, cuts costs, and speeds up council approvals." This is where you shine without showing off.

3. Wrap It Up with a Soft Ask

You've introduced yourself and explained what you do; now what? Time to land it home with a casual, confident close. Think of it as an invitation, not an interrogation. No hard selling. Just a gentle nudge that keeps the door open.

Example for a client connection:

"If you know any builders who want to go green without all the red tape, I'd love to connect."

Example for a referral partner

"I work closely with architects and certifiers who care about sustainability. If you know someone who loves making life easier for their clients, I'd really appreciate an intro." Keep it simple. Keep it friendly. The goal is to help the other person see who they might refer you to. When you're clear about who you work best with, it makes it easier for people to connect the dots.



Why It Matters?

A solid elevator pitch isn't about closing the deal on the spot. It's about opening a door.

It helps you:

- Spark interest in what you do.
- Start meaningful conversations.
- Stand out in a room full of "me too" businesses
- Build confidence in your delivery.
- Make networking way less awkward.

What Makes a Pitch Pop?

- It's clear. Ditch the industry speak.
- It's benefit driven. Why it helps, not just what it is.
- It's tailored to your audience. Know who you're talking to.
- It sounds natural. Like a chat, not a speech.
- It ends with a light invite. Not a desperate plea.

Watch Out For These Common Slip Ups

- Speaking too fast or overloading with info.
- Using jargon that no one understands.
- Being vague or generic "I do consulting" ... cool story, bro.
- Sounding like you're reading from a script.
- Not being clear about who you help.



Beauty with Purpose

Over more than six years in Australia, over 17,000 procedures have been performed by Katia — a reflection of a journey marked by dedication, continuous professional development, and a deeply human approach to beauty. Always striving for excellence, she has completed numerous technical certifications to maintain a consistently high standard of service.

From 2022 onwards, Katia's talent began receiving industry-wide recognition through a series of prestigious national and international awards. Career highlights include:

- ABACTA Awards 2022 – Recognised as one of the top five micropigmentation artists in Australia.
- Bayside Council Beauty Business Awards (2023 & 2024) – Finalist for Best Beauty Salon.
- International Beauty Industry Awards (New York, 2024) – 4th and 5th place in Micropigmentation categories.
- ABACTA Awards 2024 – Once again named among the five best artists in the country.
- MPower Awards 2025 – Honouring Latina women making a significant impact in the Australian beauty industry.
- Australian Small Business Awards 2025 – Finalist in one of the country's most respected entrepreneurial awards.

Today, Katia is an internationally recognised name in aesthetic micropigmentation, praised for her refined techniques and the care with which she transforms faces and empowers lives.



WWW.KRBEAUTYBRAZIL.COM



"More than enhancing beauty, I transform gazes and restore self-esteem to those who look in the mirror," she reflects, with the serenity of someone who knows her craft goes far beyond appearances.

In addition to her professional success, Katia stands out for a gesture that genuinely changes lives: her voluntary work in paramedical micropigmentation.

Since 2022, she has offered complimentary areola reconstruction to individuals who have undergone breast cancer treatment.

Her motivation stems from a personal experience with illness during her youth — and a deep understanding that self-esteem is an essential part of healing.

Through realistic dermopigmentation techniques, Katia helps women reconnect with their bodies, restoring not only physical features but also confidence, dignity, and inner strength.

"It's the kind of beauty that can't be seen only on the outside—it radiates from within," she says, moved by the many stories she's had the privilege to be part of.



Originally from Rio Grande do Sul, Brazil, and holding a degree in Business Management, Katia Ribeiro Bittenbender left behind a solid career in sales to start over on a new continent. In 2019, she arrived in Sydney, Australia, accompanied by her husband and young son, bringing with her courage, dreams, and determination.

With an entrepreneurial spirit and a natural talent for aesthetics, Katia began offering beauty services from a makeshift treatment bed set up in the corner of her living room. Not long after, what started as a modest home setup blossomed into a true centre for beauty and self-esteem: the birth of KR Beauty Brazil, which has since become a trusted reference for the Latin American community in Sydney.

The space stands out for its focus on minimally invasive techniques that enhance natural beauty.

UNLOCK YOUR ULTIMATE ADVENTURE



**EXPERIENCE THE THRILL OF A LIFETIME WITH CAPE YORK MOTORCYCLE ADVENTURES!
JOIN OUR 6-DAY BUCKETLIST TOUR FROM CAIRNS TO THE TIP OF CAPE YORK, AUSTRALIA.**



WHY CHOOSE US?

Trailblazers of Moto-Touring: Leading the industry since 1990.

Eco-Certified: Proudly since 2006 - a world first in the motorcycle industry!

Award-Winning: TripAdvisor Travelers' Choice Award 2023 & 2024
and Queensland Tourism Adventure Award 2023.



THE RIDE

Embark on a thrilling journey that covers nearly every type of terrain Australia has to offer—except for snow—across an unforgettable 6-day adventure. From the sweeping savannahs to dense rainforests, from rugged coastlines to scenic river crossings, you'll experience the diverse landscapes of this incredible country like never before. Whether you're navigating through rocky trails or cruising along sandy beaches, each day brings a new and exciting challenge just waiting to be conquered.

READY TO RIDE? BOOK YOUR ADVENTURE WITH CYMCA TODAY!
[BOOK NOW] WWW.CAPEYORKMOTORCYCLES.COM.AU OR M: 0427 590 221

10x the Connections. *the Energy* SPEED Networking.



There's nothing quite like the buzz of our new 10x Bx Speed Networking events.

It's fast-paced, fun, and full of genuine conversations with people who get it- fellow business owners who are here to grow, connect, and support each other.



In just one session, members and guests meet dozens of others, share what they do, and spark meaningful business relationships-without the awkward small talk.



This page is a snapshot of the energy, the laughs, and the incredible community that makes Bx networking so different.

You never know who you'll meet next... but chances are, they'll be someone worth knowing.



**Real Conversations.
Real Connections.
That's the Power of
Speed Networking.**

www.bxnetworking.com



Bx BusinessTM Bootcamp

We've got some
xciting news...



**Business
Bootcamp - Yours
Free with Diamond
Bx Membership**

\$4,997 + GST

It's all included in your Bx Diamond Membership!

This isn't just another course. It's your **blue-print for business growth** - *xcclusively created by Bx, for business owners.*

What's In The Course?

- ✓ **7 Bootcamps** covering the key areas of business success
- ✓ **35 + xPert-Led Curated Content** packed with practical, no-fluff strategies
- ✓ Topics include: **Sales, Marketing, Mindset, Systems, Team, and Finance**
- ✓ Delivered **100% online** - watch anytime, anywhere
- ✓ Valued at **\$4,997 + GST** - yours free as part of your membership

Whether you're looking to scale, systemise, or simply work smarter, this bootcamp is built to help you get **real results**.



Access it now
via your Bx
Member Portal



Helping you to live your best life

Everyone has the right to be safe, respected and included - and to have choice and control over their lives. We're here to make that happen.

People with a Disability Can Live Independent Lives

Our staff at Empathy Community Services are experienced, compassionate, and caring. Our team is dedicated to empowering individuals via the services we offer, ensuring they feel seen, heard, and supported in their quest to live their best lives.

Sallymatu Kuyateh founded the organisation to guarantee that as a provider of disability services, empathy and consideration are at the heart of the support we offer to people with disabilities in our local communities.



Our Mission

Our mission is to provide exceptional support services to those with a disability, empowering every individual to thrive and live their best lives. We support you the way you want to be supported.



Our Values

- ✓ Empathy
- ✓ Dignity
- ✓ Integrity
- ✓ Respect
- ✓ Kindness
- ✓ Diversity



Our Vision

Empathy is at the heart of our organisation, and we are dedicated to supporting individuals with disabilities while actively fostering an inclusive community that values and embraces diversity.



SIL, ILO, MTA, SDA



Community Nursing



Community Access



Support Coordination



In-home Care

If you believe in a safe haven for those with a disability, you're in the right place.



1300 755 064



3/80-82 Wembley Road,
Logan Central, 4114



<https://empathycs.com.au/>



hello@empathycs.com.au

BUSINESS KEEPING YOU AWAKE AT NIGHT?



You're building your dream enterprise, but the reality of managing cashflow, navigating tax commitments, and ensuring every financial decision is the right one can be a nightmare...

The team at 20/20 Finance are your strategic partners, dedicated to help you understand financial leverage, confidently manage your tax obligations & build lasting wealth. Let's transform your financial anxieties into achievable goals.



GET FINANCIAL CLARITY & WIN YOUR DREAM GETAWAY!



20/20
FINANCE BROKERS
www.2020finance.com.au

Take our quick survey for a chance to win a Luxury Escapes Voucher valued at \$7,500 + \$1,500 AUD Cash!

*T&Cs Apply. Drawn in Oct 2025





Industrial Relations and Employment Law

- ▶ enterprise bargaining and enterprise agreements
- ▶ industrial relations and workplace compliance
- ▶ industrial disputes and employee complaints
- ▶ employee case management and HR support
- ▶ Fair Work Commission advice and representation
- ▶ preventing and resolving underpayments
- ▶ employment contracts, policies and procedures

(02) 9139 8800 hello@hennings.com.au



**WORLD CLASS
FINANCE**

Australian Credit Licence 389087

Fast, Flexible Finance for Aussie Businesses

From Cash Flow to Utes, if it drives your business, we can fund it.

- ✓ **Covering Cash Flow Gaps**
- ✓ **Managing ATO Debt**
- ✓ **Buying New Vehicles or Equipment**
- ✓ **Upgrading Your Premises**
- ✓ **Funding Growth Opportunities**

Business & Cash Flow Finance
ATO Debt Finance Solutions
Equipment & Vehicle Finance
Commercial Property & Fit Out Loans
Property Development Funding

We Make Finance Easy. Tailored Solutions and Real Support for SMEs.

Want to explore your options?

Call us for a quick chat

📞 **1300 565 123**

Scan the QR Code
to start your enquiry



Pure Power. No Apology.

Green Panther's mood enhancing skincare made from natural Australian botanicals helps you be your best while you build your empire.

Zero compromise skincare.



GREEN PANTHER

EXCLUSIVE OFFER

Purchase a Botanical Facelift serum and receive a complimentary Power Pair Travel Pack (valued at \$65 AUD).

ORDER NOW: Only 10 Available



The Sales Shift: Why Software Companies Must Evolve or Risk Irrelevance

Software companies are facing a critical moment in 2025: keep selling the old way, or risk being outpaced by those who've evolved.

Across the industry, founders are waking up to the same reality: great code alone won't grow your company. Without a strategy to attract, engage, and convert best-fit buyers, even the most innovative platforms stall before scaling.

"We've added \$2 million in new business since working with TechTorque."

*— Sean Rennick,
CEO, NEXUSsoft*

"We now have a clear value proposition, a defined sales process, and the confidence to go after the right clients and walk away from the wrong ones."

Tech Torque's flagship Market Decider engagement gives founders clarity on where they win and how to sell it. From there, clients can implement marketing that actually speaks to their buyers, and a sales process that leads them to a confident 'yes'.

Matthew Whyatt, CEO of Tech Torque, has seen it again and again. "Most SaaS and software companies rely on founder-led sales or referral momentum," he explains. "But once they step into the broader market, that warm network disappears and they discover their marketing, and sales engine was never built to scale."

Tech Torque is changing that. Their approach combines a sharp go-to-market strategy, brand-led marketing, and structured sales systems purpose-built for tech companies.

One such company is **NEXUSsoft**, a software provider that acts as a process optimisation layer for mid-sized businesses. Before engaging Tech Torque, they had no real sales process other than strong word of mouth.

That changed fast.

"We've added \$2 million in new business since working with Tech Torque," says CEO Sean Rennick.

The next wave of SaaS success won't go to the loudest or cheapest solution; it'll go to those who understand the market, position themselves with confidence, and build systems that scale.

Tech Torque is helping software companies do just that.



Tech Torque has been named a finalist in the 2025 Bx Business xCellece Awards (Marketing Category) in recognition of their bold, effective approach to helping technology companies grow with clarity and confidence.



Free personalised growth tips?
Free 30 minute strategy call with Matthew.
www.techtorque.com.au



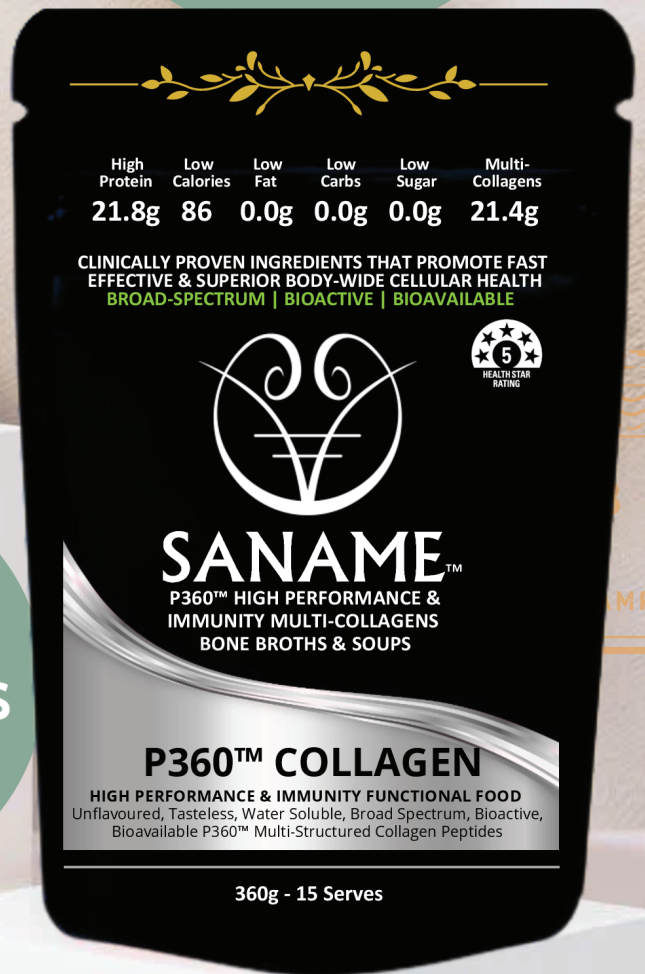
BEST TASTING BROTH

"A Hug in A Mug"



CLEAN +
CONSCIOUS
AWARDS 2025

FINALIST



HEALTH DRINK
CLEAN +
CONSCIOUS
AWARDS 2025

FINALIST

COLLAGEN PRODUCT
CLEAN +
CONSCIOUS
AWARDS 2025

FINALIST

PROTEIN POWDER
CLEAN +
CONSCIOUS
AWARDS 2025

FINALIST

SANAME.COM

GLUTEN FREE | BROAD SPECTRUM | BIOACTIVE | BIOAVAILABLE

Feed Your Mind, Body, Soul & Spirit

SIP SMART, STAY HEALTHY with SANAME



HIGH END TREE CARE

COMMERCIAL
DEVELOPMENT
GOVERNMENT
RESIDENTIAL



www.treesafeaustralia.com.au



OnPoint Executive Virtual Assistants

A business partner in your back pocket. Tidy books, clever systems, and project support that helps you scale without doing it all yourself.

- Flexible monday.com workflows that untangle the mess and saves you hours
- Strategic support for projects, events, policies & plans — the big stuff you never have time to finish
- Bookkeeping that's tidy, timely, and off your plate



SCAN THE QR CODE TO BOOK A FREE DISCOVERY CALL!
We'll chat. You'll exhale. Your to-do list won't know what hit it.

+64-21-262-3003

www.onpointeva.co.nz

support@onpointeva.co.nz

OnPoint
EXECUTIVE VIRTUAL ASSISTANTS



monday.com



Maximise Your Moment

This comprehensive guide helps you leverage every step of your awards experience, transforming your journey into powerful credibility and visibility, no matter the outcome. Learn how to be bold, brave, and audacious in sharing your success and building a trusted brand.

CHECKLISTS

AI PROMPTS

PROVEN PROCESS

SCAN ME



GET YOUR
LEVERAGING
GUIDE TODAY
\$25.99

\$12.99



COUPON
CODE: BXVIP

THE audacious AGENCY

**AWARDS
LEVERAGING
GUIDE**
BUILDING A STAND OUT PROFILE
BY LEVERAGING YOUR JOURNEY

FINALIST CERTIFICATE

For xCelle in the Business Category of
COACHING - BUSINESS



TAB
THE ALTERNATIVE BOARD

Bx

Business
xCelle
Awards
2025

Leo Aspite

The Alternative Board Gosford Territory

Proudly brought to you by:



Growing
Businesses
Exponentially

ontraport



GRAFF GROUP

✉ dgraff@graffgroup.com.au

☎ 1300 047 233

📍 PO BOX 6107, Hammondville,
NSW, 2170



Orange College: Building a Diverse and Collaborative Learning Community

Since opening in 2015, Orange College has undergone significant evolution from a modest Registered Training Organisation to an institution recognised for its commitment to diversity and applied learning. Our journey has offered valuable insights into how education can transcend traditional models and become a transformative experience for both students and staff.

One of the core lessons we have learned is the profound impact of cultural diversity within the learning environment. When students from Nepal collaborate with peers from Colombia, Bangladesh, and Australia, something powerful happens. These interactions are not simply about acknowledging differences but about actively living and learning from them. This multicultural dynamic has emerged through intentional design rather than happenstance, highlighting the importance of purposefully cultivating inclusivity.

We have also discovered that preparing students for the future workplace requires more than technical skills. The ability to navigate cultural complexities, communicate across differences, and approach problems from varied perspectives are critical capabilities. These competencies, often developed through peer interaction and shared cultural experiences, cannot be fully replicated in traditional classrooms or textbooks.

Another insight is that diversity benefits all students. Domestic learners gain a global outlook by studying alongside international peers, broadening their perspectives and enhancing their adaptability. This interplay of backgrounds helps produce graduates who are not only competent in their fields but also equipped with the cultural intelligence increasingly demanded by employers.

In addition to fostering cultural exchange, we have recognised the

importance of linking education to real world contexts. Our students participate in community projects that align closely with their coursework. Guided by trainers, they apply their skills in meaningful ways such as building tiny homes or supporting automotive workshops. These experiences reinforce learning and deepen students' sense of purpose by connecting theory with community impact.

Creating an environment where students feel connected and supported has been another key focus. We observed that many learners who struggled in conventional educational settings flourish when learning is framed as a collaborative and socially engaged process. The peer networks that develop across cultural lines contribute significantly to motivation and success.

Recognition through awards has affirmed many of our approaches but has also reinforced our responsibility to continue evolving. We understand that education must be both student centred and culturally responsive. This requires ongoing reflection and adaptation as the needs of learners and the wider world change.

Our staff play a pivotal role in this evolution. Their commitment extends beyond delivering curriculum to mentoring and advocating for students. They act as cultural bridges helping to create a community that values every individual's contribution and potential.



Looking forward, we remain committed to the principle that education is a collective journey. The phrase "Let's achieve together" captures this belief not as a slogan but as a guiding philosophy. Achieving meaningful outcomes is rarely the result of isolated effort. It is built through collaboration, mutual respect, and shared commitment.

Ultimately, our experience underscores a broader lesson. Education that embraces diversity and practical engagement prepares learners not just for jobs but for active, thoughtful participation in an interconnected world. This holistic approach is essential in developing graduates ready to contribute with confidence and empathy in their chosen fields and communities.





EVERYTHING.ID

everythingid.com.au

**PRINT
ANYTHING
HERE**

Cattle & sheep management ear tags can be used for much more than livestock. Key rings, dog tags, conference & event tags, asset tags, tree tags, name tags and more.

– limited only by your imagination.

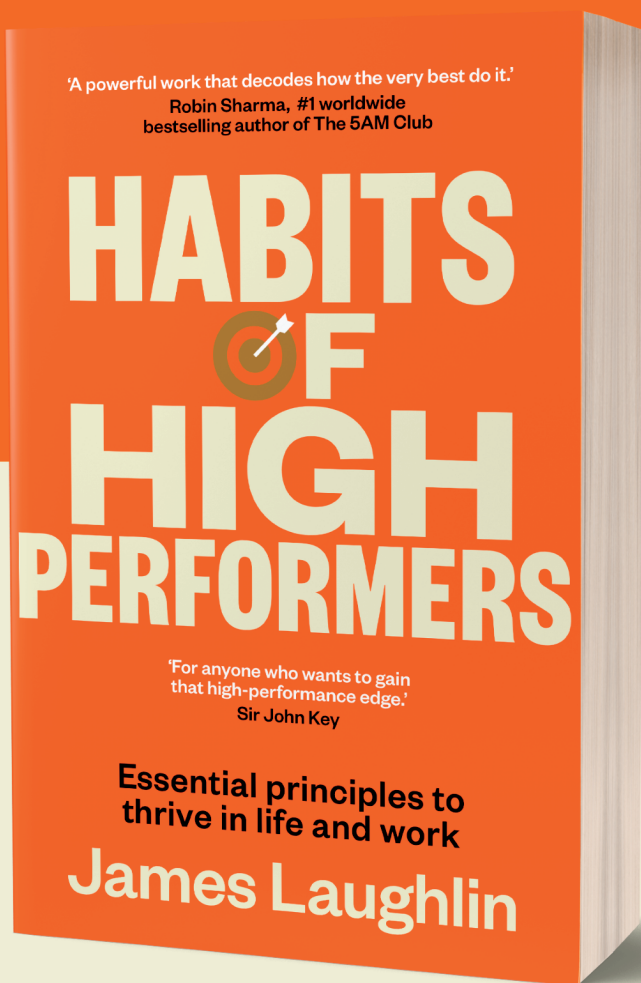


sales@everythingid.com.au

[1300 110 550](tel:1300110550)

This isn't a book. It's a playbook for winning.

'A must-read for those serious about redefining success.'
— Zion Armstrong, former CEO Adidas, North America



**'A powerful work that
decodes how the
very best do it.'**



Robin Sharma

#1 worldwide bestselling
author of The 5AM Club

**Pre-order today.
Bonus bundle
available for a
limited time.**



**'For anyone who
wants to gain that
high-performance
edge.'**

Sir John Key

former Prime Minister of New Zealand



www.thehabitbook.com

Proud Finalist - BX Business xCellece Awards - 2025



BECAUSE GREAT BUSINESS TECHNOLOGY Should feel Effortless



Book an
Appointment

Phone: 07 5520 1211

More Info



netlogyx
TECHNOLOGY SPECIALISTS



Western Sydney Recruitment Specialist

We know that great people shape great companies.
We find these employees for our clients.

We specialise in permanent and temporary recruitment, connecting skilled white-collar professionals with businesses where they can thrive. By carefully aligning candidates' expertise and goals with company culture, we deliver tailored solutions to meet your unique needs. Our specialisations include:

✓ Accounting & Finance

✓ Customer Service

✓ Sales & Marketing

✓ Work, Health & Safety

✓ Supply Chain & Operations

✓ Business Support

✓ Local Government

✓ Human Resources

✓ Information Technology

✓ Management & Executive



We see your vision

We take the time to understand your business, team dynamics, and goals, ensuring we align candidates with your vision and values.



Proactive sourcing

Our recruitment process begins before you need us. We proactively build talent pipelines across industries, so you have access to top candidates when you need them most.



Expert-led recruitment

With consultants who specialise in your industry, we bring a unique understanding of the roles and markets you operate in.



Holistic screening

Our detailed assessment process evaluates candidates for technical expertise, soft skills, and cultural compatibility, ensuring a seamless fit with your organisation.



Access to global network

We have daily contact with NPA Worldwide, granting us access to a global network of over 450 specialist agencies.



Client & candidate care

Our commitment doesn't end with placement. We provide ongoing support to ensure the success of both the candidate and your business.

BE IMPOSSIBLE TO IGNORE

TURN YOUR ONE AWARD WIN
INTO BREADCRUMBS OF SOCIAL
PROOF AND CREDIBILITY

AWARD WRITING SERVICES CREATES
AWARD WINNING VISIBILITY
STRATEGIES...FINDING, WRITING AND
SUBMITTING AWARDS....THEN CONTENT
THAT HELPS YOU STAND OUT

AWARD SUBMISSIONS
AWARD CALENDARS
REVIEW SUBMISSIONS
THOUGHT LEADERSHIP ARTICLES

AWARD STRATEGY

LEVERAGE

VISIBILITY

www.awardwritingservices.com



CONGRATULATIONS ANN

STRUGGLING WITH CASH FLOW? WE CAN HELP.

Most business owners work hard but still feel stuck financially.

DISCOVER THE 6 KEY DRIVERS
OF CASH FLOW &
HOW TO MASTER THEM



JIM'S BOOKKEEPING



ANN ATKINSON

Our **CASH FLOW IMPROVEMENT PROGRAM** helps you take control by focusing on 6 vital cash drivers. With our proven support and software, you'll unlock the strategies to boost your profit, free up capital, and build more **balanced, profitable business**.

[CLICK THE LINK TO FIND OUT MORE](#)

📞 131 546

🌐 www.jimsbookkeeping.com.au





Life Changing Water

Enagic - Kangen Water



The human body is comprised of **70% water**, so it's not much of a stretch to say that "the basis of vitality and long life is water." If you want to feel good and be at your optimal health level, you should drink water on a daily basis.

But not just any type of water... Realising true health around the globe.

Water is the most important substance in the world but it's important to know that not all water is created equal.

Kangen Water - A revolutionary technology that changes our body from the inside out.

Enagic's passion is to transform the tap water in your home into pure healthy electrolysed-reduced and hydrogen-rich drinking water.

As well as having a chemical and toxin free home by simply using Kangen water.

Kangen water is electronically reduced, hydrogen rich performance drinking water.

Kangen machines produce 7 types of alkalised ionised water.

These waters can be used for a number of purposes, including drinking water, cooking, cleaning, and beauty care.

Kangen drinking water ranges from 8.5-9.5 pH depending on the type of water you select.

Its incomparable oxidation-reduction potential, micro-clusters of water molecules, and alkalinity combine to make Kangen Water one of the best options for hydrating the body and helping control acidosis. Lasting health begins with a clean intestine—and that starts with Kangen Water.

Our corporate philosophy is based on three true health principles.

1. Realising **TRUE PHYSICAL HEALTH** through pure and healthy drinking water.
2. Realising **TRUE FINANCIAL HEALTH** through a wealth-developing business opportunity.
3. Realising **TRUE MENTAL** and **METAPHYSICAL HEALTH** through personal growth and finding contentment in all aspects of life.



To find out more:
Contact **Jacalyn Price** today!
jacalynp.mlcwater.com

Change your water.
Change your life.
It's that simple.

Terry Hawkins

| You Don't Have a Business Until You Have a Customer

In 1989, I started my first business with \$167 in the bank, a wobbly card table, and a borrowed computer held together with a rubber band. I had no business cards (I used to say they were "at the printer"), no website, and no backup plan. What I did have was a deep belief in the value I could offer, and the urgent need to sell before I could buy anything.

I also had no credit cards because the bank wouldn't give me one (those were the good old days - responsible lending haha). Looking back, it was a gift because I couldn't fake success. My absolute survival depended on my ability to sell, and a total belief in my product - a retail sales and personal growth training program, with a workbook that took me 2 weeks to 2-finger type on my wonky computer.

Today I watch as new business owners get it so backwards. We're told to build a brand before we build a product, to post on Instagram before we've spoken to a

customer, to automate, delegate, and outsource before we've even made a sale! But let's be real: we don't have a business until someone pays us. Likes, a beautiful logo and a clever business name don't count, but your first customer - now that's when the rubber hits the road. I still remember mine!



If you don't like selling, it's time to suck it up and learn!

We've glamorized entrepreneurship and founder status, but skipped the part where we must learn how to sell. Not in the old, pushy way, but in the relational, human way - the kind that comes from listening, connecting, and backing your offer with emotional and intuitive empathy, and a deep desire for your customers to succeed.

After 35+ years of experience both as a salesperson and as a sales trainer, selling isn't just a skill, it's a muscle and it's one most people avoid developing. We tinker with our website, spend

hours tweaking our branding, and we sign up for yet another webinar promising fast sales and instant success.

But if you can't pick up the phone, walk into a room, or send a clear offer with a confident price tag, you're building a business on fluff. I often say to people, I am a commission only sales person - if I don't sell, nothing happens!

When I started out all those years ago we didn't have the internet, and a new interstate relocation meant I knew very few people - that's why a solid business community like Bx can make such a huge

difference. My only source of potential clients was the Yellow Pages phone book (Google it)!! I knew selling was a numbers game though, so I chose 20 companies, typed personal letters to each of them, posted the letters (yes, posted!), and then I took a big gulp of courage and followed up with phone calls the following week to secure meetings. It worked... and the journey of People In Progress began. Please do not be bedazzled... it was hard and gut wrenchingly scary but I had no choice, and as we know, the **absence of alternatives clears the mind beautifully.**

What Stage Are You Really At?

Monthly Revenue	Business Focus	Leadership Level
\$1K	Product	Solo
\$10K	Promote	Specialist
\$100K	Process	Systems
\$250K	People	Serve Forward (Servant
\$1M+	Protect	Stand Out

This is obviously a much bigger concept than this article can do justice to, but I think it's immediately clear that we can all often put the cart before the horse. Too many of us at the SOLO stage are acting like we're in STAND OUT mode. We spend thousands on logos, funnels, stylists, speaking gigs... all to position something we haven't even proven yet.

Before we promote, we need a product that works. Before we scale, you need systems that support it, and before we protect our empire, we need to build one, one customer at a time.

There Are Only **TOO**
Two Times in Life **NOW** or **Late?**

“”
Why Every Moment Matters,
and Every
Decisions Counts!

What Matters Most First

If you're in the early stage of building a business, or rebooting after a pivot (or disastrous business partnership), our job is simple: make your product great, get out there and talk to real humans, learn to sell and ask for the sale!

I know from personal experience that we don't need to be polished, and we don't need to be everywhere, but we do need to get clear on the problem we're solving, and then actually go solve it for someone. Then, do that over and over and over again!

From that place, everything else becomes easier. Our messaging sharpens because we're living it, our confidence grows with every step, and we also get constant feedback that shapes a business worth scaling.

Final Thought: It's Not Too Late to Sell



I meet brilliant people all the time who say, "I'm not good at sales." But they're great at connecting, explaining, inspiring, and helping, which is what relational selling actually is! Selling isn't separate from our business - it is our business! So whether we're starting out, we're stuck, or we're scaling, just come back to the core. Strip it back and build something that works, then find one person who needs it and start that sales conversation, because that's when your business really begins.

**** Terry Hawkins** is the founder of IGNITE Humans and a pioneer in human-centered and AI powered business and retail transformation. With over three decades of experience helping companies scale through innovative sales, leadership, and human expansion, Terry blends real-world grit with transformative insight, and a deep passion for developing businesses that work.

Securing Your Future

The Business Advisor who promises: *more profit, more time and more freedom.*

"If your business can't run without you — it's not an asset. It's a liability."

That's the principle Mark Ullah lives by. A seven time business owner and now a strategic business advisor, Mark helps entrepreneurs turn **time draining businesses** into **high-value assets** that can scale – or sell.

The real problem? Owner-dependency and lack of systems. Most owners are stuck in the business, not building one that runs without them. The signs are clear:

- Flatlined profits
- Staff who underperform or quit
- Zero time for strategy
- Scaling (or exiting) feels impossible
- Basic (or no) systems in place

Mark steps in to shift the game, not with fluff, but with ROI-focused strategy and hands-on support.

How Mark Helps?

- **Valuation Strategy** – Even if you're not selling, a saleable business is a better business
- **Profit and Margin Leaks** – Found and fixed – fast
- **Team and Leadership** – Build teams that stay and step up
- **Time Freedom** – Owners reclaim 10-20 hours a week

4 Reasons Business Owners Choose Mark?

1. **Battle tested** as a business owner, not a theorist
2. **No fluff** – just traction and real measurable results
3. **10–40% profit** gains in <90 days
4. **Pragmatic 1–1 advisory** with accountability frameworks to track progress.
5. **Global Network** – backed by Trusted Advisor Network



"Mark helped us uncover \$400K p/a in hidden profit in weeks. I'm finally out of the day-to-day."

— Paul. S, College Owner

"Profit's up 30%, I take Fridays off and we're prepping to sell in 18 months."

— Mark. B, Recruitment Business Owner

Business Strategy Session

Evaluate your business and develop a game plan

- ① Identify the 3 core parts of your business where money is made or lost by evaluating your sales and marketing performance along with your team productivity and margin controls.
- ② Clarify the strategic goals and objectives that your business needs to develop over the next 12-24 months to differentiate yourself against competitors.
- ③ Prioritise from the 9 key projects that will deliver you the best financial result over the next 90 days to provide you with bankable wins that will boost your income and improve your available cashflow.

Business Optimisation Session

What should your income be from your business

- ① To calculate the financial income that a business owner should be generating from their business when optimising the key drivers of profitability.
- ② Gain insights into your business to enable you to make informed, strategic decisions that drive business profitability and growth.
- ③ Consider different strategies and the financial impact they have on your business when implemented correctly.

The Time Audit

Cleaning up your relationship with time

- ① To help you get more done in the same time without adding unnecessary stress and pressure especially for those who always say they're 'too busy'.
- ② Calculate the financial cost to your business of ineffective productivity and learn 10 proven techniques to prioritize tasks, eliminate distractions and maximize your efficiency.
- ③ Gain tools to manage your workload more effectively, reducing stress and preventing burnout.

Team Talk

Getting feedback from your team to engage your #1 resource

- ① An opportunity to get everyone together to work on the business as a team, making your business smoother to run and a better place to work.
- ② Get feedback from staff, make sure everyone is on the same page and see what improvements are possible.
- ③ Discover ways to leverage your business' strengths to capitalise on market opportunities and gain a competitive advantage.
- ④ Identify and address internal weaknesses, developing action plans to overcome challenges or conflicts that improve team performance.

Note: pre-requisite for Team Talk is a Leader Profile Session

Quarterly Planning Session

A workshop for building a 1 page plan

- ① Participate in a professionally guided planning session to give you the opportunity to think longer-term and develop strategies that are not obvious when you are constantly under the pump.
- ② An opportunity to draw on the experience of other business owners and how they deal with similar challenges to those being encountered in your own business.
- ③ The outcome is often a newfound sense of clarity, direction and purpose.

Note: pre-requisite for QPS is a Business Strategy Session



Take The First Step

Book in for a Free
15 minute chat

0477 -761-438

markullah@trustedadvisor.com.au

xPand Your Network. Grow Your Business. Succeed with Bx.

Bx Networking is Australia's fastest-growing business community, designed to help you generate quality leads, build meaningful relationships, and achieve unparalleled business growth. With a range of membership options tailored to your unique needs, there's a perfect fit for every business owner aiming for success!



Are you ready to elevate your business by connecting with a vibrant community of entrepreneurs and professionals?

GOLD

xPand Your Network Virtually

Best for: Business owners who prefer virtual networking and are located remotely.

- **Unlimited Attendance to Bx Online Virtual Meetings:** Network with professionals globally from the comfort of your location.
- **Enhanced Member xChange Access:** connect, educate, and grow within the Bx community.
- **xPert Webinars:** Participate in monthly sessions led by world-renowned business leaders.

PLATINUM

Engage Locally and Globally

Best for: Business owners who value in-person interactions and aim to accelerate lead generation.

- **Unlimited Access to Any Bx Local & In-Person Meetings Worldwide:** Build strong relationships through face-to-face interactions.
- **Access to Member-Only Social Groups and Bx Member xchange:** Join exclusive Bx Facebook and LinkedIn groups.
- **xClusive Training Content:** Benefit from programs by industry experts like Dale Beaumont and Matt Alderton.

DIAMOND

Accelerate Your Business Growth

Best for: Ambitious entrepreneurs seeking accelerated results and top-tier networking opportunities.

All Platinum Benefits Plus:

- **Free meeting attendance** at your local group.
- **Monthly Diamond Club Dinners:** xclusive networking opportunities
- **Lifetime Access to Bx Member xChange:** Enjoy unlimited opportunities to connect and grow.
- **Complimentary attendance** to three annual Diamond conferences.
- **Premium Business Education Programs:** Content valued at over \$20k, including mastermind training and award-winning business strategies.

xCLUSIVE

The Pinnacle of Bx Membership

Best for: Business owners wanting xclusive access to premium resources and large growth opportunities.

All Diamond Benefits Plus:

- **Four Signature Program Events:** Unique xPert Positioning Model Program, Keynote Speakers, Book Writing, Award Winning submission, Business planning and Goals
- **xClusive Access to Premium Events & Business Training:** Attend events designed for unparalleled business growth.
- **Free attendance** to any Bx meeting, worldwide.
- **xClusive Founders** dinner with Matt Alderton.
- **Capped** number of places.



fluffyCRUNCH®



AUSTRALIA'S MOST AWARDED FAIRY FLOSS



*We specialize in corporate gifting.
Over 20 Flavours.*

WWW.FLUFFYCRUNCH.COM.AU

👉 [INQUIRY AT HELLO@FLUFFYCRUNCH.COM.AU](mailto:HELLO@FLUFFYCRUNCH.COM.AU)



Follow Us
www.BxNetworking.com

AUGUST 2025 | ISSUE VOL 17
ANZ: \$9.99



AU: 1300 068 229
NZ: +64 9 870 1808
INT: +612 8935 6499
US: (737) 214 - 2922